

Public Library 1 Jan 97

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIV. NEW YORK, FEBRUARY 19, 1896.

No. 8.

CAUSE



The...

St. Louis Republic

is peculiarly the newspaper of St. Louis. For nearly a century it has been the home paper not alone of St. Louis but throughout Missouri and Southern Illinois, so that its influence with the solid, substantial people of its field is exceptionally strong.

Daily Av. NET Circulation Dec., 1895, **60,087**

Daily Av. NET Circulation Nov., 1895, **54,206**

Daily Av. NET Gain, **5,831**

EFFECT



Success Succeeds Failure.

Office of R. I. MANN,
\$2.50 Tailor Made Pants a Specialty
102 North Sixth St.
ST. LOUIS, MO., Dec. 24, 1895.

Editor PRINTERS' INK:

St. Louis papers are working in keen competition regarding circulation and the results obtained from advertising. I have tried one evening paper having a large circulation and have spent \$75 in this paper with practically no result. On the advice of friends and business men, I advertised in the St. Louis REPUBLIC in a small way as follows:

MAIL orders promptly filled on R. I. Mann St. Louis tailor-made black cheviot pants at \$2.50. 102 N. Sixth St.

TRY R. I. Mann St. Louis tailor-made \$2.50 black cheviot pants; suitable for business or dress. 102 N. Sixth St.

BUY R. I. Mann's tailor-made corduroy pants; they are the goods for hunters and laborers; \$3. 102 N. Sixth St.

I have secured returns from these advertisements from Kansas, Mississippi, Arkansas, Louisiana, Missouri, Illinois and Texas. Now, Mr. Editor, my outlay in the St. Louis REPUBLIC for the publication of these ads was less than \$50 and my C. O. D. orders filled amount to lowest estimate \$700. How can I make other papers which I know are good, pay me in proportion?

Awaiting your early reply and thanking you for your information, I am,

Very truly yours, R. I. MANN.
From *Printers' Ink*, Jan. 8, page 27.

Rates quickly given by

THE REPUBLIC, St. Louis, Mo.

Or at New York Office,
146 Times Building.



To Catch The Eye

Is the first thing necessary for
a successful advertisement.

Poorly constructed advertisements reflect no credit upon the newspaper and do not bring satisfactory returns to the advertiser.

Send us copy, stating space to occupy—we will build an advertisement which will catch the eye, making special estimate for its insertion for any length of time, in any or all of the Atlantic Coast Lists.

1520 local weeklies.

New England, Middle and Southern States—in sections or as a whole.

One-sixth of all the country readers in the United States reached every week.

One order, one electrotype does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS

134 Leonard Street

New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIV.

NEW YORK, FEBRUARY 19, 1896.

No. 8.

THOUGHTS EVOKED BY THE LOUD BILL.

By Oscar Herzberg.

The effort of the Loud Bill to discriminate between what is a magazine and what is not, so as to admit one and exclude the other from the privilege of second-class rates, serves only to bring out the fact that it is practically impossible to make such a discrimination.

The Messrs. Appleton issue fortnightly a novel in a series of original novels called Appleton's Town and Country Library, which goes at one cent a pound. Under the proposed law, if a new novel by Marion Crawford or any other author should appear in this series, it would not receive the benefit of the second-class rate. If the identical novel should appear in *Lippincott's Magazine*, which makes a practice of publishing complete novels in each issue, that number of *Lippincott's* would hardly be denied the privilege of carriage at one cent a pound. What obstacle would there be to the Town and Country Library adding a few pages of short miscellany, and also calling itself a magazine? And if the law should be made to exclude magazines like *Lippincott's*, who shall say what is a novel or a novelette or a short story? And shall the novel which is not allowed to be published entire in one issue, be allowed to be published in installments in the same magazine? If a single novel cannot constitute a number of a magazine, can a single short story?

Current Literature, the *Eclectic Magazine* and *Littell's Living Age* are made up of short selections from the writings of the day. *Current Literature* clips from everywhere, but the others confine their searching exclusively to publications issued in England. No one, I believe, will have the temerity to deny that the trio are all magazines,

entitled to carriage through the mails at one cent a pound. How discriminate between them and the issues of the Franklin Square Library? The Franklin Square Library is also made up of selections, like the magazines mentioned; but instead of browsing in the magazine field, it makes its selections from the field of English literature, publishing only a complete novel in each issue. It were a wise man, indeed, who could point out why *Current Literature* is a magazine, and the Franklin Square Library is not.

People who know nothing of the subject talk of the large numbers of "trashy" books that enjoy the second-class rate. As a matter of fact, the "libraries" of various publishers are really magazines, bringing to the great public to which they cater the choicest specimens of English and international literature at stated periods. Through them can be obtained almost any popular work from the days of Chaucer to "those of Howells and Ian Maclaren." The novels of Dickens, of Thackeray, of Eliot, of Bulwer and a host of others, have been popularized by their means. The "trash" is almost infinitesimal compared with the amount of literature, of sterling strength and virility, making for the best interests of the nation, which they have furnished to the public. They stand head and shoulders above the weak mental pabulum that the Sunday newspapers and many of the ten-cent magazines are publishing. If "trash" is the criterion by which it is judged whether a publication is entitled to second-class rates or not, how few of our newspapers and cheap magazines would be entitled to the privilege! Nor are these cheap reprints as numerous as is generally believed. The circulation of each individual reprint is necessarily small in comparison with newspapers and magazines, and in the aggregate they constitute perhaps one-

sixteenth of the entire matter that enjoys second-class rates. Depriving it of this privilege would deprive the people of good literature at a low price, while not at all affecting the solution of the problem of making the second-class matter pay its own way.

SOME NOTES ON TRADE PAPERS.

By Julius Gordon.

Not one per cent of the advertising revenue of the trade papers reaches them through general advertising agencies, and no general agency sends one per cent of its business to trade papers. Parvin of Cincinnati at one time made a specialty of advertising in trade papers to their sorrow, for he had hardly gotten well under way with this line before he failed. The failure of H. B. Prindle & Co., of Boston, about the same time made trade paper publishers rather sour on advertising agencies. David, of Boston, who lately followed the other two, also did a little in this line.

There are now only two agents who make a specialty of trade paper advertising—Jules Viennot, of Philadelphia, and B. R. Western, of New York. Mr. Viennot represents about forty large advertisers, whose business he places at the best discount obtainable, acting as their direct representative in each case. Mr. Western also places considerable business on a commission basis, but he buys space as well in many papers for a net sum and sells it to advertisers for as much as he can get. Both of these agents are good fellows and reliable business men, but naturally they never work up new business. That must be done nine times out of ten by the publisher's direct representative, and after this has been accomplished by a year or two's work it is not with unalloyed pleasure that the publisher receives a notice "that our business after this date will be done by Mr. Viennot or Mr. Western." A few papers are strong enough to refuse commissions on business already in their columns which has been transferred to these agencies, but there are only half a dozen such. The field of a general agency is in a sense unlimited; that of a trade paper is just the contrary. Only those who are specially interested in covering its field are likely to become advertisers, and these must be worked up to the advertising point by the paper's direct representative, which costs money. Often when

this has been done the agent steps in and says to the advertiser: "I will attend to all your advertising, save you all the trouble, etc., won't cost you a cent," and scoops his little commission from the publisher.

Trade papers have lost considerable of their advertising revenue during the last two years, but are now beginning slowly to recover it. Railway papers have probably suffered more than any other in this respect, because during the time mentioned (in fact, since the preparations for the World's Fair were completed) railways have been buying only what they actually required for maintenance and repair. Builders of heavy tools have therefore suffered more than others, for there is hardly a railway shop in the country that is running full time or that is not equipped to handle twice the amount of work they will be called on to do for six months to come. Of course there are exceptions, but this is the rule.

Although the aggregate of trade advertising is large, the amount spent by the ordinary advertiser is small; in the trades with which the writer is familiar, \$2,000 will cover the average and \$5,000 is a good line nowadays. All the large advertisers of prosperous times have cut down their appropriations—the Westinghouse Air Brake Co., one of the largest in the railway field, kept on until about the last, and over a year ago cut their contracts in two. A firm as large as the Baldwin Locomotive Works spends only about \$6,000 a year, while the New York Belting & Packing Company, the Hall Signal Company, the Niles Tool Works, the Fay & Egan Co. and many others who were formerly large advertisers have cut down their outlay materially. Lodge, Davis & Co., of Cincinnati, who were undoubtedly the largest advertisers in the machine tool trade, I do not think now spend one-quarter what they did in 1892.

The foregoing remarks do not apply to the street railway and bicycle industries. The former has been booming during the years of depression, and the best two papers in that line, the *Street Railway Journal* and the *Street Railway Review*, sprang up during the last five years from almost nothing to fortune-makers for their owners. The *Journal* was bought by the present owner four or five years ago for \$20,000, and is now carrying about sixty thousand dollars' worth of advertising

annually. It ought to, and probably does, net the owner from \$30,000 to \$40,000 a year. The *Review* was started in 1890 by a young man who was a solicitor for the *Journal*, in connection with the secretary of a Chicago street railway company, and in value is second only to the *Journal*.

The bicycle papers, of which the "woods are full," have had a still more marvelous growth. *Bearings*, the *Wheel*, the *American Wheelman*, the *Referee* and others are simply crammed with advertisements which yield a large revenue. There is, however, a big difference in the two fields. The street railway papers have come to stay, and with ordinary care will retain if they do not increase the amount of business they now carry. Their advertisers are principally wealthy manufacturing concerns who are as good as wheat, the best kind of customers a paper can have. The future of the bicycle papers is not so certain. The bicycle itself has come to stay, but its production is being overdone. Hundreds of small concerns with limited capital and no experience are rushing into the business. They fill up the advertising pages of the wheeling papers at present, but what will the harvest be?

THE SEEDSMAN'S OPPORTUNITY.

By Joel Benton.

The one noticeable peculiarity of the seedsman's business is that it faces the public, usually, for only a brief portion of the year. In other words, his advertising is almost wholly done within the period—so far as vegetable and farm seeds go—from December to April. The flowers, plants and bulb side of the business, and the lesser field made possible by the hot-houses, to which some part of this is addressed, can be spoken of, of course, the year around. But the bulk of the seedsman's advertising touches the open garden and farm.

It is almost certain that, in the latitude of New York, the hurrying time with the seed dealers is in March and the early part of April. People in the country do not buy seeds until they actually *must* have them—some farmers even ploughing their gardens before they are spurred up to get the packets of seeds necessary for the beds and planting. Of course, there is no real cause for this delay, except the universal human infirmity of put-

ting off things that you can somehow manage to put off. There are boxes of staple seeds in every country store as early as November or December, but I never knew a packet to be sold hereabouts much before March 1.

A good many orders for both staples and special kinds—novelties, etc.—are invariably sent for by mail. The result is that, owing to this procrastination, a large city seed house is obliged to answer and supply innumerable orders within the few weeks before gardens are made or the farm fields are sown or planted. One great seedsman told me, years ago, that, in these busy days, he received two or three thousand letters a week ordering seeds and plants, so that, in the confusion occasioned by this necessary situation, and the desire to be prompt, a good many mistakes must be made.

If there were only some way to induce people who sow and plant to order their seeds in the winter months, the advantage would be very great to all concerned. I have sometimes thought and said that, if seedsmen would arrange their schedule of prices so that orders sent to them in November and December should be met by the very lowest prices possible, followed by a slight increase of price in January, another in February, and still another for March and April, the advantage proffered might serve to better distribute their mail. I am sure that the few orders they receive early a clerk or two can handle, while those which come late require a large temporary addition of help that must be dismissed after the urgent period is over.

Large as the seed business is—embracing firms in scores of towns and cities—it ought to be vastly larger. You can't do much to make a family drink more tea or eat more sugar than it does, by any process of persuasion or publicity. But there should be some way to make farmers (and there are untold thousands of them) who don't have a garden worth the name, incited to this practical and delightful enterprise which Adam began, and Cowley and other authors have written about divinely, for it means health, family support and pleasure.

I actually know farmers who own hundreds of acres of land, whose garden is not much over twice the size of their sitting-room, and which is never made until in June, and which,

even then, contains only four or five sorts of staple vegetables, and in some cases is without a flower. They have large families, and yet don't suspect that an early and well-made and liberal-spaced garden is actually the most profitable thing to which they can pay attention.

One reason why they don't pay more attention to a garden is that it must be made just when they think they can't spare their help from the urgent demands of the spring in the farm fields. I find that it is in most cases the women in the house who not only buy the flowers, but who get the garden started, whose garden is any very great success.

The seedsmen advertise just now in agricultural papers, and in the leading magazines. But they might, perhaps, do a little in all sorts of publications, for there is not one that is wholly amiss. Wherever there is a window sill, a back yard, a farm or a prairie, there it is possible for seeds or plants to be sold. Some propaganda, too, might be started, through horticultural societies in small towns—some effort to establish them where they do not exist, possibly by a promise of certain seeds for the first year—which might bring wholesome results.

At any rate, these men who minister to garden and field—to the house and the conservatory—have an inspiring theme. There is scarcely a business so practical that can be made so poetic and appealing. Why not, among other things, through the catalogue that goes out expansively, make a more direct sermon and address to the dullards who do not yet see their unifloral and gardenless errors?

CURIOUS AND SUGGESTIVE.

The board-walk down at Asbury Park and Ocean Grove costs millions of dollars a year in free advertising. Not a storm of any magnitude arises but its waves loosen up a few planks or toss a few bath-houses into the surf, and then the whole telegraphic system of the country tingles with news that the board-walk has been torn away and greatly damaged, and the local and editorial columns of the dailies and the weeklies, and even of the monthlies and class papers, bristle with the startling information. To put so much reading matter at advertising rates in the thousands of periodicals that periodically tell of the damage to the board-walk would cost millions of dollars. A great piece of advertising is that board-walk.—*Exchange.*

GEORGE WASHINGTON, so rumor ran,
Could never tell a lie,
Was not a "circulation" man,
So did not have to try.

HISTORY OF JAPANESE JOURNALISM.

In 1871 a small weekly newspaper appeared in Tokyo, followed later by two daily papers, the *Nichi Nichi Shimbun* and the *Mainichi Shimbun*. These papers were, however, mainly advertising sheets, and "their columns were defaced by filthy paragraphs." Their editors did not yet dare to make comments on current events, and the people scarcely understood as yet what a daily newspaper was. This lesson was taught them a year later by an Englishman, Mr. J. R. Black, who commenced to issue in Yokohama the *Nisshin Shinjishi* (Reliable Daily News). It was printed in Chinese character, and its first font contained 1,200 characters, which grew day by day, as some new one was needed, until it reached 12,000 separate distinct characters. Several men were employed in the office cutting these additions in wood-type size. These were soon afterwards replaced by metal type, and, as new characters were required, the editor would send to the foundry and buy one or two, or the number needed, at one cent each.

In the columns of the *Nisshin* appeared comments on abuses and on Japanese customs not in accord with foreign ideas. The criticisms were all made in a temperate spirit, and their influence on the government was seen by the abolition of the abuses and customs. This was the first real newspaper published in Japanese.

In the two years following about fifty papers were started, and, according to the latest available statistics (1893), 767 newspapers and magazines are published in Japan, which are divided as follows: General topics, 347; scientific, 170; religious, 68; sanitary, 45; educational, 79; legal, 13; governmental ordinances, 39; miscellaneous, 6. The avidity with which the people have seized upon this means of popular education and information is shown by the postal statistics. The numbers of newspapers and magazines carried in the mails increased from 18,248,305 in 1889 to 49,081,972 in 1891.

In all the large cities the papers are issued daily, except on holidays, and in the country they appear several times a week and weekly. The press of Tokyo is the most influential, and its issues find their way into the most remote parts of the empire. Every shade of political opinion is represented. The best-known journals are the *Nichi Nichi Shimbun* (literally Day-by-Day Newspaper), the *Yiji Shimpō* (Times-News), the *Mainichi Shimbun* (Daily Newspaper), the *Tokyo Koron* (Tokyo Public Opinion), and the *Choya Shimbun* (Court and Country News). There are many others besides these.—*Harper's Weekly.*

PILL BOX FOR THE WORLD.

Between 6,000,000 and 7,000,000 pills of one kind or another are estimated to be daily consumed in the United Kingdom. The estimates are based on the actual daily sales by druggists of ordinary pills, prescription pills and patent medicine pills. The average of these estimates, which came in from all parts of the country, showed that the daily consumption was considerably over 5,500,000, which would give one pill per week to every man, woman and child of the population. Taking the average pill to weigh three grains, the year's supply for the United Kingdom would weigh not less than 17½ tons, or enough to fill 36 ordinary wagons, and making a trainload which would require two powerful engines to pull.—*London Standard.*



To the Point

The new era in the preparation of advertisements is in full swing. Make **yours** as ornate as you please, but do not lose sight of the **directness** of statement which appeals to every one.

Then send them to

THE SUN

In the acquisition of new business, and the holding of old customers, this is essential.

Address :

 **THE SUN** 

New York.



It will
Soon be
Mardi Gras
In
New
Orleans

Thousands of strangers throng the city and the modern electric cars of the New Orleans Traction Company will have numerous additional passengers to the daily thousands now carried. The

Advertising

in these cars is controlled by

GEO. KISSAM & CO.,

305 Hennen Bldg.,

COR. CANAL AND CARONDELET STREETS.

Some People Wonder

Why we
Advertise so
Extensively in

...PRINTERS' INK...

Well, it's because:

IT pays us to do so.
is the original and best paper of its class.
is conducted by reliable parties.
has a bona fide circulation.
gives us continuous returns.
has gentlemen for proprietors.
does not abuse respectable concerns who do not utilize its columns.
is not a blackmailing sheet.

Yes, we hear of our ads from all over the
United States and Europe—the publicity
is there because the paper is printed and
sent as represented.



Geo. Kissam & Co.

253 Broadway, New York

LOS ANGELES TIMES,

THE LEADING PACIFIC COAST NEWS-
PAPER OUTSIDE OF SAN FRANCISCO.

Sworn Net Average Daily Circulation for 12 mos. of 1895

...15,111...

Exceeding the net circulation of any other two Los Angeles daily papers.

CIRCULATION.

Sworn Weekly Statement of the Circulation of the
Los Angeles Times.

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES, SS.

Personally appeared before me H. G. Otis, president and general manager of the Times-Mirror Company, who, being duly sworn, deposes and says that the daily circulation records and daily press-room reports of the office show that the bona fide editions of the *Times* for each day of the week ended February 1, 1896, were as follows:

| | |
|---|----------------|
| Sunday, January 26 | 23,250 |
| Monday, " 27 | 16,800 |
| Tuesday, " 28 | 16,950 |
| Wednesday, " 29 | 17,050 |
| Thursday, " 30 | 17,210 |
| Friday, " 31 | 17,260 |
| Saturday, February 1 | 17,620 |
| Total for the week | 126,140 |
| Daily average for the week | 18,020 |

(Signed)

H. G. OTIS.

Subscribed and sworn to before me this 1st day of February, 1896.

(Seal)

J. C. OLIVER,

Notary Public in and for Los Angeles County, State of California.

NOTE.—The *Times* is a seven-day paper. The above aggregate, viz., **126,140** copies, issued by us during the seven days of the past week, would, if apportioned on the basis of a six-day evening paper, give a daily average circulation for each week-day of **21,023** copies.

The *TIMES* is the only Los Angeles paper which has regularly published sworn statements of its circulation, both gross and net, weekly, monthly and yearly, during the past several years. Advertisers have the right to know the NET CIRCULATION of the medium which seeks their business, and this The *TIMES* gives them correctly, from time to time.

THE TIMES-MIRROR COMPANY.

For further particulars address:

THE TIMES-MIRROR COMPANY, Los Angeles, Cal.,

or, E. KATZ, Eastern Agent,

230-234 Temple Court Bldg., N. Y. City.

An Item Worth Considering.

If your present Philadelphia advertising does not pay you as it should, don't be disheartened, and think Philadelphia people are not buyers. **THEY ARE.** Try a better medium for your ad! Try the

Philadelphia Item

190,000 Copies Every Day.

Watch the results. Watch them closely. See how quickly they are noticeable. For the cost of the "try" write to



\$1,000

IN
CASH PRIZES
FOR
AD-SMITHS.

The competition in the preparation of the advertisement best calculated to secure pupils for "The Little Schoolmaster" awakened an interest so wide-spread and general that the publishers of the American Newspaper Directory have decided to invite a similar co-operation of ad-smiths in the preparation of an advertisement that shall best express and make known to the world the care and pains that for twenty-eight years have been devoted to the preparation of that great work, as well as the intelligence and unimpeachable integrity with which newspaper circulation ratings have been accorded; and the consequent reliance and confidence with which these circulation ratings are so properly regarded by advertisers: all these points going to show that the compilation of the Directory is an exacting labor, the finished book a boon to the business world, and the price at which it is sold—five dollars—only nominal when the cost of producing and the real value of the work are considered.

Competitors desiring to examine the Directory in advance of attempting the composition of an advertisement, will find a copy in almost any newspaper office or in the counting-room of any general advertiser. By consulting the book ideas and suggestions of value in making a good advertisement are likely to present themselves, which might not occur from a mere reading of printed matter furnished from the Directory office. The very best way to get correct ideas, however, will be developed by conversation with an advertiser who knows the Directory, and relies upon its information when placing advertising contracts.

THE PRIZE OFFER IS AS FOLLOWS:

Any ad-smith, anywhere, is at liberty to prepare such an advertisement of the American Newspaper Directory as he believes calculated to influence the sale of copies of that work. The advertisement so prepared may be inserted once in *any* newspaper, occupying space worth, at schedule rates, as much as five dollars. The ad-smith shall then send, by letter-mail, a copy of the advertisement cut from the paper, in a sealed envelope, addressed to the Editor of the American Newspaper Directory. He shall also send to the same address a perfect copy of the paper, with the advertisement marked. Upon receipt of these, the editor of the Directory will cause a copy of the last issue of the Directory (the issue for 1895) to be sent at once, free (carriage paid at this end), to the ad-smith, at his address, as given in his letter. Once each week the advertisements received will be compared, and the best advertisement received within the week will be inserted in PRINTERS' INK, together with the ad-smith's name and the name of the paper in which the advertisement appeared, and a free copy of the last issue of the Directory will then be sent free (carriage paid from this end) to the publisher of the paper in which the advertisement appeared which was thought to be the best.

As soon as practicable, after the issue of the twenty-eighth annual edition of the Directory, which will be in May or June next, a copy of the new edition of the Directory shall be sent, free (carriage paid), to each of the twelve ad-smiths who have produced the advertisements deemed best of all; and to each of the twelve newspapers, also, in which the best twelve advertisements appeared; and in PRINTERS' INK there shall, at that time, be exhibited portraits of the constructors of the twelve advertisements deemed best.

And, on the same date, a letter shall be written to the constructors of the six advertisements deemed best, said letter to set forth the terms of the competition and be signed by the publishers of the Directory, and three of these letters shall each contain a check for \$100, payable to the order of the ad-smith, and one letter shall contain a check for \$500, payable to the ad-smith who is thought to have constructed the one advertisement better calculated than any other to perform the service for which its construction was invited.

The dates upon which the best five advertisements were received (that remain after the best of all has been selected out of the six chosen ones) shall then be noted, and from among them that one of the five *which came in last* shall be excluded from further consideration: but to the one of the four remaining which was received at the *earliest* date a check for \$200 shall be awarded. This disposition of the prize advertisements places a premium upon promptness and attaches a possible penalty to delay.

It will be observed that what is wanted is the advertisement most likely to sell a book. If the constructor of the advertisement happens to be the editor or publisher of a paper, and believes that he can make a more effective announcement by saying what he has to say in reading matter, either editorial or other, it will be his privilege to carry out the idea.

One ad-smith asks: "Is this prize contest limited to one ad from each ad-smith, or may he compose as many as he chooses?" In answer to this query the publishers of the Directory say that any ad-smith or publisher may, if he likes, make up many different ads and insert them all in one paper, but only one copy of the Directory will be sent for them all unless some prove to be the best appearing for a week. In awarding the cash prizes, however, each of the many ads will have consideration on its own merits, even if all the prize money should go to one paper. In deciding upon a prize advertisement, the circulation of the paper in which it appears is not considered. A paper with one hundred subscribers stands on a par, in this regard, with another with a hundred thousand.

Address all communications to

Editor of AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., N. Y.

A ninety-two page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods, has been specially prepared for the use of ad-smiths in the competition for the \$1,000 Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

PRIZE ADVERTISEMENT FOR AMERICAN NEWSPAPER DIRECTORY.

FIFTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the fifth week, ending February 11th, was 23. First choice was given to the advertisement beginning, "The Advertiser's Greatest Want." This advertisement was written by Joseph Gould, 221 East 96th street, New York, and appeared in the *Hotel Register* of this city of Wednesday, February 5th. In the original it occupied $5\frac{1}{4}$ by $4\frac{3}{4}$ inches. The other advertisement on this page is reproduced, because it was considered as also being excellent. It was written by W. A. Weygandt, of Ashland, Ohio, and appeared in the *Ashland Press* of that place of February 6th. In the original it occupied 2 by $5\frac{3}{4}$ inches.

"Have you

A complete list of all the newspapers in the United States? we are frequently asked in our office.

'We have'

Is our reply, and then we take down our latest copy of the American Newspaper Directory and the inquirer finds what he wants.

These Inquiries

In this small town are generally from attorneys who want to insert legal notices in foreign newspapers to fulfill the law.

They Learn

Definitely what papers have the largest circulation, and by means of this Directory's system of securing accurate statements of circulation learn which is the most reliable paper in any town. Thus spoke an editor.

Not Only

Attorneys but all advertisers who do a mail business have need of the American Newspaper Directory. It is indispensable to the mail order man.

The next

Number will be issued in May or June by GEO. P. ROWELL & Co., 10 Spruce St., New York. The price is only \$5, and that is a small item where hitting the bull's eye in placing advertisements means money.



THE ADVERTISER'S GREATEST WANT!

IS INFORMATION SUCH AS IS TO BE FOUND IN THE PAGES OF

The American Newspaper Directory.

For Twenty-eight Years the Standard Work of its Kind!

It gives Circulation Tables of the 21,000 Newspapers, Magazines, and other publications of North America, arranged in such a manner as to supply the information required with the least expenditure of time and patience, and along with above information it gives prominent industries, population, etc., of the places where the publications are located, name, how often issued, character, size, circulation, politics, publishers, with almost everything likely to be of use and interest to the advertiser, agent, and the public, too.

YOU NEED IT IN YOUR BUSINESS!



To be a successful business man is to be a judicious advertiser, and you are not likely to be one without being the other. You can hardly be either if you have not the knowledge of newspaper and other statistics which can be obtained from the pages of

THE AMERICAN NEWSPAPER DIRECTORY!

Wherever possible it gives the publisher's statement of circulation, and to promote accuracy offers \$300 reward to any person proving such a statement to be incorrect. It also offers \$100 to any publisher sending such a statement and finding that the Directory does not conform to it. Where a publisher's statement is not forthcoming the circulation is estimated from the facts at the disposal of the compilers of the work.

THE DIRECTORY FOR 1896 WILL BE THE MOST COMPLETE, CORRECT work of its kind ever published in this country, and will be ready in June next. Copies of the 1895 issue are still obtainable.

PRICE, \$5 A COPY.

Can be obtained through any publisher or newsdealer, or direct from the publishers,

GEO. P. ROWELL & CO., 10 SPRUCE STREET, NEW YORK.

27³⁼⁴ of the population live in
per cent towns of 10,000 or over.

72¹⁼⁴ live in the country on farms,
per cent in villages, towns or cities
of less than 10,000.

FEW OF THE LATTER CLASS
EVER SEE A DAILY. THAT'S
WHERE WE GET IN OUR WORK.

Boyce's Big Weeklies

BLADE : LEDGER : WORLD

Circulate exclusively among the
latter class.

500,000
COPIES WEEKLY.

Rates: \$1.60 per agate line per issue net. No Discounts.

W. D. BOYCE CO., Chicago.

...NOTICE....

We will accept business direct or through any responsible
advertising agency excepting N. W. Ayer & Son, Philadelphia.

MR. LOUD'S BILL IN AID OF THE EXPRESS COMPANIES.

THE FOLLOWING STATEMENTS, PREPARED FOR THE INSTRUCTION OF MEMBERS OF CONGRESS, ARE WELL WORTHY OF CONSIDERATION.

The Loud bill, now before Congress, seeks to change our postal laws, as they apply to newspapers and periodicals, in a radical manner. The proposed law excludes sample copies of newspapers from being mailed at pound rates, and entirely shuts out books from the benefit of the second-class matter.

It is claimed in behalf of the bill that there is a deficit of over \$18,000,000 annually caused by carrying this class of matter at a loss. This may be true as shown by the bookkeeping of the Post-Office Department. But as a matter of fact it is not true. We do not know what is charged to second-class matter to enable the Department to reach these figures, nor how far the free carrying of county papers within the county published or the carrying, at postal rates, of grindstones, saddles, office fixtures, etc., by the Post-Office Department affects this result.

But we do know that at the price which second-class matter pays the Government (\$1 per hundred) the express companies which transport by the same railroads will collect packages, carry them to all points east of the Mississippi River and deliver to the parties addressed, and that they are responsible for loss or damage, and at this rate pay dividends on the capital invested.

In the case of second-class mail matter, it is put in bags classified as to States by the sender, and, in nearly all cases, sent to points where there is no delivery system. Is it reasonable to believe that a service which the express companies can render at one cent a pound and make money, can cost the Government four cents?

The exclusion of sample copies is sure to result disastrously to all papers of general circulation, and in the end to affect disastrously letter postage to an extent that will cause the deficit to increase rather than diminish under its operation. The weekly and monthly papers of the country directly promote letter postage. The exclusion from the right to be sent at one cent a pound of sample copies of papers of general circulation, of Sunday school papers,

bought by teachers and scholars for free distribution, while carrying the county paper absolutely free, would be little short of a national outrage.

Wherein would the proposed law cause a saving when the bulk of matter is greatly reduced? Would it cut off a single unprofitable star route? Would it enable the Government to dispense with any considerable clerical force? The saving would be mainly in the number of pounds of matter carried by the railroads, and this difference would cut a small figure in the item of postal expenses.

Readers would be deprived of a great amount of reading which they now receive free or at a very slight cost. This reading matter is of a kind to suit their tastes and affords them pleasure. The book publisher prints what the people want just as does the publisher of a daily or weekly paper. Many of the books issued under this system are of the very best, and they range from all grades of literary and moral excellence, except that absolutely nothing clearly of an immoral nature is permitted to pass through the mails. The character of the books thus handled is quite up to those on the shelves of the average book store. To deprive the people of the great advantage of cheap reading, to curtail dissemination of information, and thus to hamper the usefulness of these great levers of intelligence, newspapers and books, would work no good, but much harm, to the masses of the country districts, who do not enjoy the advantages of cheap books at the stores which are possessed by the city people. To save the Government from carrying 200,000,000 pounds of mail matter there would have to be a stoppage of business to the extent of from \$50,000,000 to \$100,000,000 a year. Almost this entire sum would be taken from the wage-earners of the country. In the production of a paper or book almost the entire cost goes into labor. The wood from which the pulp is made is the only raw material. The cost of making pulp, manufacturing paper, printing, press work, salaries of reporters, editors, telegraphers, clerks, cashiers and the hundreds of others whose labor goes to make up the work of producing a book or paper. It is practically all labor.

Even if it be true that the deficit is caused in the manner claimed would it be good policy to attempt to remedy

it at the cost of so heavy a blow at business when there is already such general prostration and so many people out of employment?

If this bill should become a law it will not increase the revenue on second-class matter.

It will greatly decrease the receipts for letter postage and thus increase the deficit.

It will deprive the people of the country districts of cheap reading matter.

It will make the large papers of general circulation help pay for the free carriage of the country paper.

It will kill hundreds of papers devoted to special interests and useful to those engaged in the calling they serve.

It will deprive thousands of Sunday schools of the little papers which teachers and schools now buy and circulate free every Sunday.

It will throw thousands of people out of employment in every large city and will help only the express companies and the big book trusts. These alone are interested in its passage.

FIRST EFFORTS.

By John C. Graham.

There is naturally something very amateurish about a man's early attempts at advertising. It is like the first efforts at almost anything else—sure to be attended by a few disappointments and mishaps. But these are inevitable, and, what is more, they should be beneficial, for to the wise business man every error discovered is a lesson learned, every mistake made becomes a friendly guide to success afterwards.

In nearly every other line of business, in almost every direction of human effort, a man is willing and anxious to be taught—to serve his apprenticeship, as it were, before attempting to "go it alone." In all physical or mental exercises we must receive instructions before we are able to accomplish anything unaided.

But somehow there is an all-pervading idea that tuition in advertising is unnecessary. The one branch of business in which the most skill, care and experience are required is believed by many to be the easiest to understand and practice. There is a fascination in advertising, especially to young and "green" business men. They think it is the romantic side of commerce, and they are lured by its glamor and

attracted by its undisputed power to make fortunes. And they rush into it headlong, without any knowledge of its depth or breadth, or force for good or evil, or what it is likely to cost them or yield them.

These men would gladly take lessons in bicycle riding, rowing or swimming; they would acknowledge the necessity of being taught how to keep books, how to buy or sell stocks, or anything in that way, but when it comes to advertising—oh, that's too easy—any fool can do that, and no advice is either needed or heeded. The first efforts of these men in advertising are nearly always attended by disasters—in fact they are lucky if their whole business is not swamped. A man can be his own doctor and his own lawyer with a far better chance of success than he can, without experience or advice, plan and carry out his own advertising. There is so much to learn that is "not on the surface," so much to find out that is hidden away, so much knowledge to obtain that can only be acquired by actual experience, that the most shrewd and careful merchant requires years of patient, practical study to thoroughly master the details and intricacies of the great art of advertising.

First efforts, undertaken without professional advice and aid, are seldom profitable and very often costly. In the case of general advertisers the field should first be confined within narrow limits—the profits accruing from this should then determine how wide the limits may be extended. The main thing that bothers a new advertiser is the choice of mediums, and that is the rock on which the tyro invariably goes to pieces. It could not be otherwise unless it was chance work. The knowledge of mediums and their values is, in itself, an education, and one which can only be acquired from long practical experience in the placing of advertising.

The new advertiser's "first efforts" should be confined to selecting a good and reliable agent to handle his business for him. He will find that to be the only royal road to advertising successfully.

THE aim of all advertising is to so word and display the announcement that it will be seen, read and followed by the greatest number of people. The only way to judge of the merits of an advertisement is by knowing its business-bringing qualities.—G. H. E. Hawkins.

HON. AMOS J. CUMMINGS.

AN AUTHORITY ON JOURNALISM AND POST-OFFICE MATTERS, AND MEMBER OF CONGRESS FROM THE TENTH CONGRESSIONAL DISTRICT, NEW YORK CITY.

Amos J. Cummings was born in Conkling, Broome County, New York, on May 15, 1841. His father and grandfather were clergymen of the Christian Church. He was given a common school education in his native town, and at the age of 12, when his father was editor of the *Christian Palladium* and the *Christian Messenger*, he entered his father's printing office as an apprentice in the composing room. Then came a period of four years during which he left home and boed his own row as a compositor through many Western and Southern States. In 1857, while in Mobile, he joined the famous Walker expedition, which wound up with his capture, along with several hundred others, by the United States sloop-of-war *St. Mary's*.

After his release he went to New York and enjoyed his first taste of metropolitan journalism, in which he afterward became so distinguished, by working at the case in the *Tribune* office. He remained in the *Tribune* composing room until the call of the trumpet of war, when he laid aside, for a time, the "stick" and took up the sword.

In the war he was Sergeant-Major of the Twenty-sixth New Jersey Volunteers, participating in many battles, and was officially mentioned for gallantry at Fredericksburg, and received the Congressional medal of honor by order of the Secretary of War. He returned from the war in time to participate in the defense of the *Tribune* office when it was mobbed by the rioters in July, 1863. Mr. Cummings was one of the four compositors who remained in the office. Mr. Cummings lost his situation with the *Tribune* by a strike for higher wages in which he participated, and for a time set type on the

Yonkers Statesman. Returning to the city in December, he secured work with Charles E. Wilbour, one of the owners of the *Law Transcript*. Wilbour contracted to print a list of inhabitants subject to the draft, and Cummings worked on the list until he was offered a situation in the editorial room of the *Tribune*.

Just after Christmas, in 1864, he was placed in charge of the *Weekly Tribune*. After serving nearly two years on the weekly he became night editor, and afterward city editor and political editor of the daily edition of the *Tribune*. He had charge of the political department of the paper during the first Grant campaign. In 1869 he became managing editor of the *Sun*, and remained there until the winter of 1872. Broken down in health by overwork, he

went to Florida. In the following summer he visited Colorado, Utah, Nevada and California, sending correspondence to the *Sun* over the signature of "Ziska," which attracted much attention. Mr. Cummings went to Florida every winter until the spring of 1876, and his Florida letters reached a world-wide circulation. He visited the Everglades, Lake Okechobee and other parts of the State,

then but little known. In the spring of 1876 he returned to New York and took charge of the New York *Evening Express*. He remained there until after the nomination of Mr. Tilden. In 1884 Mr. Cummings was elected president of the New York Press Club. He accepted a re-election, and declined a third renomination.

In the fall of 1886 he was elected to Congress. On March 17th following he became the editor of the *Evening Sun*. Here he remained until the opening of Congress in December. The *Evening Sun* under his administration became one of the leading evening newspapers of the city.

It attained a circulation of over 100,000 before he left it. He declined a renomination for Congress in 1888, but in the fall of 1889 was elected to fill



AMOS J. CUMMINGS.

the vacancy caused by the death of "Sunset" Cox, and he has been twice re-elected from that District. In Congress Mr. Cummings has been an active supporter of all measures brought before the House in the interest of labor. Mr. Cummings was an ardent supporter of the Mills bill, and a determined opponent of the McKinley bill and the Force bill.

In the last Congress Mr. Cummings was chairman of the Committee on Naval Affairs, one of the four leading committees of the House. It has charge of the Naval Appropriation bill, involving an expenditure of from \$25,000,000 to \$30,000,000 a year. He has also been the chairman of three important investigations ordered by the present House. One was with regard to alleged frauds in obtaining speed premiums for warships; the second was the investigation of the Coast and Geodetic Survey; and the third the Carnegie Armor Plate Frauds Investigation. His report on the latter attracted wide interest and much commendation. He voted against the preliminary tariff bill when it was first before the House because of the inquisitorial permanent income tax features of the bill, which he characterized as a Populistic and un-Democratic measure, aimed at New York and the East, and passed by the votes of Southern and Western men whose constituents will not pay it. In the end he voted with his party for the Tariff bill which became a law, believing that the interests of the business community and the working people imperatively required a settlement of the question one way or the other, so as to relieve business and put the country on the road to prosperity, and because the income tax features of that bill were less offensive and less injurious to New York. The income tax feature was afterward declared unconstitutional by the Supreme Court. He has voted invariably for free raw materials. He opposed the resolution which the House Committee on Foreign Affairs reported in the Hawaiian matter, and took the stand on that question that was afterward taken by the Senate.

In the House of Representatives, Jan. 7, 1895, Mr. Cummings introduced the following bill relating to compensation of fourth-class postmasters:

Be it enacted by the Senate and House of Representatives of the United States of

*America in Congress assembled, That from and after the first day of July, eighteen hundred and ninety-six, the compensation of all postmasters of the fourth class shall be fixed upon the basis of commissions upon the amount of postage stamps, stamped envelopes, postal cards, newspaper and periodical stamps canceled on matter actually mailed at their offices, and on postage-due stamps actually affixed and canceled thereat, and on matter mailed on railway postal cars, steamboats, and with carriers and credited to their respective offices, as provided in section four of this Act, and on amounts received from waste paper, dead printed matter, and twine sold at the following rates, namely: On the first one hundred dollars or less per quarter, one hundred per centum; on the next one hundred dollars or less per quarter, sixty per centum; on the next two hundred dollars or less per quarter, fifty per centum, and on all greater amounts forty per centum; and in addition to such commissions they shall be entitled to all box rents received at their respective offices. The commissions hereby prescribed shall be ascertained and allowed by the Auditor of the Treasury for the Post-Office Department in settlement of the accounts of such postmasters upon their sworn quarterly returns; *Provided*, That when the commissions of any postmaster of this class shall reach in the aggregate for four quarters the sum of one thousand dollars the Auditor shall report such fact to the Postmaster-General, who shall assign the office to the proper class and affix the salary of the postmaster as provided by law: *Provided further*, That in no case shall there be allowed to any postmaster of this class, as commission, an amount greater than two hundred and fifty dollars in any one of the first three quarters of any fiscal year, exclusive of money-order fees, and in the last quarter of each fiscal year there shall be allowed such further sum as he may be entitled to under the provisions of this Act, not exceeding for the whole fiscal year for such commissions the sum of one thousand dollars; *Provided further*, That the total compensation of any postmaster at any fourth-class post-office shall not be less than fifty dollars per annum.*

SEC. 2. That the Postmaster-General shall allow for the expense of rent, light and fuel at fourth-class post-offices, as follows:

When the yearly commissions of the postmaster on the basis of the preceding section shall fall below fifty dollars he shall be allowed fifteen dollars per year.

When the yearly commissions of the postmaster on the basis of the preceding section shall reach fifty dollars and not exceed one hundred and fifty dollars, twenty-five dollars per year.

When such commissions exceed one hundred and fifty dollars and do not exceed three hundred dollars per year, fifty dollars.

When such commissions exceed three hundred dollars and do not exceed five hundred dollars per year, seventy-five dollars.

When such commissions exceed five hundred dollars and do not exceed seven hundred and fifty dollars per year, one hundred dollars per year.

When such commissions exceed seven hundred and fifty dollars and do not exceed one thousand dollars, one hundred and fifty dollars per year.

Such allowances to be allowed and credited, or paid to the postmaster entitled thereto, at the end of each fiscal year, for such portions of the year as the same may inure to him.

SEC. 3. That the basis on which clerk hire

shall be allowed in separating or distributing offices, under the provisions of the eleventh section of the Act approved July twelfth, eighteen hundred and seventy-six (Nineteenth Statutes at Large, page eighty-two), shall be as follows: One mail per week, ten dollars per year; two mails per week, twenty dollars per year; three mails per week, thirty dollars per year; one mail daily, sixty dollars per year; two mails daily, one hundred dollars per year; three mails daily, one hundred and fifty dollars per year; four mails daily, two hundred and fifty dollars per year; five mails daily, three hundred dollars per year.

SEC. 4. That when letters or other mail matter shall be deposited for mailing in any railroad postal car or steamboat, or with a star-route carrier, at any station or place within the delivery of a fourth-class post-office, the railway or steamboat postal clerk in charge or the carrier shall notify the postmaster of such post-office of such mailing and of the amount of postage indicated by the stamps upon such matter. Such notice shall be given upon penalty postal cards of suitable form, to be prescribed and furnished by the Postmaster-General, such reports to be made as often as the Postmaster-General shall direct; and the postmaster so notified shall be entitled to take credit in his quarterly reports as if stamps of the value so indicated in such reports had been canceled at his office upon actual mailing thereon.

SEC. 5. That all acts or parts of acts contravening the provisions of this Act are hereby repealed.

Mr. Cummings' bill was read twice, referred to the Committee on the Post-Office and Post-Roads, and ordered to be printed.

ADVICE ON WRITING ADVERTISING.

By C. J. Barless.

Style in writing is the manner in which one expresses himself, and in some respects it must reflect the writer. There are some cardinal qualities which all good style must possess.

Many thoughts, or thoughts having no natural and close connection with each other, should not be crowded into one sentence. Use such words as convey your thought—each word expressing exactly your idea; no more, no less, no other. Do not omit words when they are needed. Use simple words, such as others can readily understand, avoiding bookish terms and those having no footing in the language. Foreign terms, words newly coined, and slang, should be used only in special cases, and then very sparingly.

There should be a happy arrangement, so that the relation of words to each other should be obvious at a glance. Write your sentences so that there will be no need of rearrangement to disclose the meaning, or to unite dislocated parts.

Study to put energy into your writing. By energy I mean vigor of expression. When we write ads we wish to convince the intellect, arouse the feelings and take captive the will—lead the reader to *do* something. Select words for strength, and not for beauty; choose specific and not general terms; use few words and crowd them dense with thought; place subordinate clauses before the independent, and the strongest clause of the sentence, the strongest sentence of the paragraph and the strongest point of the ad last.

Before writing your advertising hunt through your data for main points or heads. See to what general thought these thoughts and those thoughts head. Perhaps this or that thought, as it stands, includes enough to serve as a head. Be sure, at any rate, that by meditating over your data, and by further thinking upon the subject, you get at all the general points into which, as it seems to you, the subject should be analyzed. Study these points carefully. See that no two overlap each other, that no one appears twice, that no one is inapplicable. Let no point, to the clear understanding of which some other point is necessary, precede that other. If developing all the points would make your ad too long, study to see what points you can throw out with least break or incompleteness.

To my idea, and I am not alone, the Gillam style, sometimes termed "Powers-Gillam style," is that most to be desired. If young ad-smiths, who aspire to be foremost writers, would do as it is said Mr. Bates does, and try to imitate all advertising that is good, and not try to be too original, they would, to my notion, succeed much better. But I do not wish to be misunderstood as saying that I do not believe in originality, when it is worthy of being called such.

A GOOD SUGGESTION

Publishers and editors are particularly requested to send us the items they wish us to take notice of in letter envelopes, clipped from their papers and plainly marked. This is not asked to save us labor, but to insure against overlooking and consequent neglect. It is the practice of many editors to do this now, and the custom is rapidly being adopted generally for all purposes of the "marked copy."—*Newspaperdom*.

THE daily newspaper of the future will be sold for one cent.—*Editorial paragraph in PRINTERS' INK, Jan. 31, 1894.*

THE INTERESTING STORY OF A DETECTED CIRCULATION PREVARICATOR.

NUMBER TWENTY-THREE.

The first newspaper ever detected by the American Newspaper Directory and proved to have imposed upon the Editor of the Directory by an untruthful circulation report was the Waukegan (Ill.) *Gazette*. This was in the year 1888. And now the last instance of this sort that has been discovered is also to be credited to Illinois. It is No. 23, the case of the Joliet *Times*, the \$100 reward for the *Times* having been paid on February 8th. Out of a total of only twenty-three cases discovered in eight years Illinois has furnished three: the case of the *Western Rural*, of Chicago, having been brought to light in the year 1894. Only one other State has called out so large a number of rewards. Kansas stands at the head, having at present four to her account. No publisher in the New England or Middle States—in States east of Ohio or north of Georgia—has ever yet been proved guilty.

The story of the detection of I. V. Park, editor and manager of the Joliet, Ill., *Times*, is set forth in the correspondence that follows:

JOLIET, Ill., Nov. 20, 1895.

Messrs. Geo. P. Rowell & Co.:

The statement in your last Directory in reference to the Joliet *Times* is not believed by any person in this city, not excepting even the erratic editor of that peculiar publication. It is well known among the newspaper men that his circulation during a part of 1894 was only 700 copies. I inclose a statement from his former pressman which shows that 980 papers was the issue during the time from October 15, 1894, to August 1, 1895. During this time he was running coupon offers, which accounted for even this large circulation. The inclosed certificate is from a former pressman who wishes to take advantage of your liberal offer of \$100 where proof is shown that your figures as to circulation are not correct. There are other persons in authority to know who would also like to prove the falsity of the *Times'* claim to having printed not less than 1,700 copies during 1894. I hope that your next Directory

will give the correct ratings of the Joliet papers. Yours very truly,

THE NEWS COMPANY,
Geo. B. Hische, Bus. Mgr.

JOLIET, Ill., Nov. 20, 1895.

This is to certify that I was the pressman of the Joliet *Daily Times* from October 15, 1894, to August 1, 1895, and the smallest issue printed during that time was 980 papers. And there were only a few days when more copies than this were printed.

MR. GEORGE LEIDERBACH,
611 S. Chicago St.,
Joliet, Ill.

The circulation statements, the accuracy of which was questioned, read as follows:

American Newspaper Directory, New York:

GENTLEMEN—To show you how incorrect your ratings are you have the *Times* rated: Daily J, exceeding 800; weekly K, exceeding 400. The average circulation of the *Times*, daily for December, is 6,000; weekly, 2,000.

THE TIMES,
I. V. Park, Manager.

JOLIET Ill., Dec. 17, 1894.

American Newspaper Directory, New York:

GENTLEMEN—I inclose you corrected circulation. Please correct. I inclose advertising for Directory. I have not paid much attention to newspaper directories any more than to commercial directories. But I do not like to be misrepresented and shall expect you to set the *Times* right. Very truly,

THE TIMES, I. V. Park, Mgr.

No issue of this paper for the period of a full year preceding the date of this certificate has been less than 1,700 complete copies, now more than 3,000.

The Times,
Joliet, Ill.

Signature, I. V. Park Mgr.

Date, Joliet, Ill., Feb. 8, 1895.

After receipt of the two letters of November 20th the following correspondence ensued:

NEW YORK, Nov. 23, 1895.

Publishers of "News," Joliet, Ill.:

Replying to yours of Nov. 20th, concerning the circulation of the Joliet *Daily Times*, as given in the American Newspaper Directory for 1895, if you will furnish us with an affidavit to the effect that during the time specified there were issues of the paper in question which did not exceed 980 copies all told, it will receive proper consideration.

We ask your attention to the yellow circular inclosed herewith—"The \$100 Reward." Very respectfully,

THE AMERICAN NEWSPAPER DIRECTORY,

JOLIET, Ill., Nov. 30, 1895.

GENTLEMEN—I inclose you an affidavit in reference to the circulation of the *Joliet Times*. There are several other pressmen here who have just learned of your offer to pay one hundred dollars (\$100) for proof of this kind, and I am afraid that they may get in ahead of me. There are at least six men in Joliet who can testify to the same matter. Please send me the money and oblige, yours,
GEO. LEIDERBACH.

STATE OF ILLINOIS, }
COUNTY OF WILL. }

George Leiderbach, being duly sworn on oath, says that he resides at 611 South Chicago street, in the city of Joliet, county of Will and State of Illinois, and that he has been employed as pressman in the press-room of the *Joliet Times*, the only newspaper bearing that designation in the city of Joliet, county of Will and State of Illinois; that he entered upon such service as pressman aforesaid, on or about the 15th day of October, 1894 and continued as such to about August 1, 1895; and that during and between the dates aforesaid he was continuously employed and well acquainted with the number of papers printed of such *Joliet Times*, both in its daily and weekly editions; that during that time he printed of the dailies between nine hundred and eighty (980) and one thousand (1,000) copies, as the daily regular average issue of such *Joliet Times*; and that he printed for the weekly edition of such *Joliet Times* an average of one hundred and eighty (180) copies. Affiant further says that this affidavit is made without malice and in the interests of truth, and that he discontinued his employment at the press-room of the *Joliet Times* Company of his own volition.

GEORGE LEIDERBACH.

Subscribed and sworn to before me this 29th day of November, 1895.

FRED BENNETT, Notary Public.

JOLIET, Ill. Dec. 2, 1895.

Messrs. G. P. Rowell & Co., New York:

GENTLEMEN—I have read the affidavit of George Leiderbach and believe it to be true for this reason, viz: In July, on a Saturday night, date of which I can't exactly fix, I visited the *Joliet Times* press-room and was told by Leiderbach that he was running regularly about one thousand. Judging from size of pile that night then the Sunday edition has about that many. I am pressman of the *Joliet News* and feel competent to tell from size of pile the number of papers it will print. I will make an affidavit above if you desire it, and there are other people here who know the editor of the *Joliet Times* has made a false statement about his circulation.

Yours truly, BYRON C. FERRISS.

NEW YORK, Dec. 4, 1895.

Mr. Geo. Leiderbach, *Joliet Ill.*:

DEAR SIR—We have your letter of Nov. 30, inclosing affidavit concerning circulation of *Joliet (Ill.) Times* in 1894.

In due time we will advise you further.

THE AMERICAN NEWSPAPER DIRECTORY.

NEW YORK, Dec. 4, 1895.

Publishers of "*Times*," *Joliet, Ill.*:

GENTLEMEN—Your daily newspaper is rated in the American Newspaper Directory for 1895, "smallest edition issued within a year, 1,700." This statement is guaranteed by the

publishers of the Directory under a forfeiture of \$100. Does the inclosed copy of letter and affidavit establish the right to classify your paper among the list of liars published in the American Newspaper Directory for each year, as shown in marked paragraph of circular inclosed herewith, which appears on inside cover page of every copy of the Directory?

Your reply will interest

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill., Dec. 6, 1895.

Pubs. American Newspaper Directory:

GENTLEMEN—We have yours of the 30th ult. regarding the work of the *News* of this city in getting up an affidavit from a boy who was discharged from the position of devil in this office. But for the poverty of his parents we would prosecute him. We have given you our daily, Sunday and weekly circulation correctly, but without guarantee or affidavit, and stand by it. The *News* is asking you to print what it dare not print itself. The affiant Leiderbach was discharged for laziness and sleeping about during business hours. He knows nothing about the number of papers run, and signed the affidavit prepared by the *News* to hold his job. After they induced the boy to do that they discharged him. We cannot believe that you will be a party to such malicious work. Very truly yours,
THE TIMES, I. V. Park, Mgr.

NEW YORK, Dec. 9, 1895.

Publisher of "*Times*," *Joliet, Ill.*:

DEAR SIR—What you write in your letter of December 6th, concerning the charge made against you by your former pressman, is no evidence at all. If you are prepared to furnish evidence that would be accepted in a court of law to prove that the affidavit referred to is not correct, we will wait a reasonable time for you to do so, otherwise we must conclude that the case is made out, and that your paper must be set down among those which have imposed upon the Directory by fraudulent circulation reports.

THE AMERICAN NEWSPAPER DIRECTORY.

NEW YORK, Dec. 9, 1895.

Mr. George Leiderbach, *Joliet, Ill.*:

DEAR SIR—We send you herewith copy of a letter received this day from the *Joliet (Ill.) Times*. Before proceeding further in the matter we would like to know what you have to say to this. We are, etc.,

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET Ill. Dec. 9, 1895.

Geo. P. Rowell & Co., New York:

GENTLEMEN—We inclose you affidavit of our pressman, which will show you that George Leiderbach has sworn to a lie, and that the *News*, of this place, is guilty of subornation of perjury and that they are asking you to print what they dare not print themselves. They induced the boy by promise of a job to sign the affidavit prepared by themselves, and also by the inducement that he could get \$100 from you by making such false oath. They discharged him after he had made the deposition, and the boy, instead of realizing that he is in a position to be sent to the penitentiary, doubtless believes that he can get your \$100. When we can get to see him and show him his dangerous position he

will doubtless make a contradictory oath.
But of what good will such an oath be?

Yours truly, THE TIMES,
I. V. Park Mgr.

Daniel J. Emerick, being duly sworn, states under oath that he is the pressman of the Joliet Daily, Sunday and Weekly Times, that he has held said position of pressman ever since the paper started, July 9, 1891, continuously, and that he is the only pressman ever employed on said paper from the time of its first publication; affiant further states under oath that George Leiderbach was never pressman for the Joliet Times, that he is a boy about sixteen years of age, and was hired off from a milk wagon to do the work about the office, commonly called devil work, such as carrying coal and water, building fires, sweeping out, cleaning spittoons, etc., and that said Leiderbach was so lazy and slovenly about his work that after he had been employed several months he was discharged, and that he was not, and is not, even an apprentice printer.

(Signed) D. J. EMERICK.
Subscribed and sworn to before me this tenth (10th) day of December, 1895.

WM. F. HUTCHINSON Co. Clerk.

NEW YORK, Dec. 12, 1895.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—We have your letter of Dec. 9, inclosing affidavit. A copy of letter and affidavit are sent to Mr. George Leiderbach, and in due time we will advise you further.

THE AMERICAN NEWSPAPER DIRECTORY.

NEW YORK, Dec. 12, 1895.

Mr. George Leiderbach, Joliet, Ill.:

DEAR SIR—We inclose copy of letter from the Joliet Times and affidavit of D. J. Emerick of the same paper, which appear to completely offset the affidavit made by you in regard to the circulation rating of the Times. Have you any further proof to offer?

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill., Dec. 16, 1895.

GENTLEMEN—I received letters inclosing letters from I. V. Park and the affidavit of D. J. Emerick. I don't fear I. V. Park. You can learn from Robert Pilcher, the paper dealer, Joliet, that he furnished only five reams of paper every two days to the Joliet Times, and some of this was used for job printing and proofs. I will get you the affidavit of Pilcher's driver, who delivered the paper when I did not go for it myself with a wheelbarrow. I will send you statements of other press-feeders of Joliet who know that the Times' circulation is just what I claim.

What other proof do you require? The affidavit of D. J. Emerick don't question my claim about the copies of Joliet Times printed. I ran the news press and Emerick was foreman of the job department and news press. I did sweep out and made myself generally useful. But that has nothing to do with this case. Park's statement about the News people is about as thin as his dodging the circulation claims, as he does in his letter of Dec. 6. He says that the circulation is without guarantee or affidavit. I know that the best business men of Joliet would not believe Park's affidavit. He knows that I could not run his press and not get onto his circulation. My affidavit is all right, and I also propose to see the matter to a finish. I remain, yours,

GEORGE LEIDERBACH.
Please address my letters to 610 So. Joliet street,

NEW YORK, Dec. 19, 1895.

Mr. George Leiderbach, 610 S. Joliet St., Joliet, Ill.:

DEAR SIR—Yours of Dec. 16 proves nothing. You set out to show that the Joliet Times had lied about its circulation. They have furnished proof which up to this time proves to be of equal value as your own, that their statement is correct. So far, then, you have not proved your case. There is nothing for us to prove. If you have anything further to furnish, send it on.

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill., Dec. 20, 1895.

Publishers American Newspaper Directory:

GENTLEMEN—We have copies of the letters written to you by I. V. Park, manager of the Times, under dates of December 6th and 9th. We think that they require an explanation from us. We did not induce George Leiderbach, his former pressman, to make an affidavit, but plead guilty to the fact that we called the attention of our pressman to your guarantee of \$100 that the Times' rating was correct. It is well known to every newspaper man in this city what the Times circulation is, and they all know it to be about one thousand daily and only a few hundred weekly. We note that Mr. Park says that he gave you the circulation without guarantee or affidavit and that he will stand by it. You will probably know how much dependence you can place on his statement after you have paid Leiderbach his \$100 reward. We inclose you a clipping from the News, which will show you that we did dare tell the people here just what his circulation was. This information was gained by a systematic canvass of the city, and it is correct. Leiderbach was employed temporarily in the News job department and left of his own accord to work for his brother-in-law. He was not discharged from the employ of this company.

We suggest that you submit the matter in controversy to Mr. W. O. Hodgdon, manager of the Post (he was formerly business manager of the News), and Mr. E. B. Fletcher, manager of the Republican. This would only be an act of fairness due the young man who has made the affidavit in reference to the Times' circulation. Yours respectfully,

THE NEWS COMPANY,
Geo. B. Hische, Bus. Mgr.

JOLIET, Ill., Dec. 21, 1895.

Geo. P. Rowell & Co., Publishers American Newspaper Directory, N. Y.:

DEAR SIR—My attention was called to Mr. Park's letter in regard to the young man Leiderbach.

Geo. Leiderbach worked for me as pressman long before any controversy came up in regard to circulation. He did not know anything about this matter until a few days ago—he quit on his own account and can work here any time. I have on one occasion sent for him to come back, but he was at work somewhere. This was in the job department on the job presses.

In regard to the circulation: The party who furnishes Mr. Park his paper came in to talk paper for a job he wanted. The subject came up about "print paper." He said: "I furnish your friend Park his paper for so and so a pound, and he sends down every two or three days for a bundle with the money." I said: "He must have about a thousand daily circulation, then." He said: "I

guess he has got it worked up now to about that much; he also works his weekly out of that quantity." This was said in the presence of Mr. Ferriss, the president of The News Company. Very respectfully,

J. W. DeVENY,
Manager Joliet News Printing Company,
Job Department.

At this point the entire correspondence was received by the Editor of the Directory, who expressed his conclusions in the following:

Office Memorandum.

NEW YORK, Dec 23 1895.

The paper in Joliet whose circulation rating is assailed, has said that the man who assails the circulation rating was not the pressman, but a boy. It does not seem to be denied that the man or boy was employed there and may have known what the edition was. The present pressman says that the young man didn't know what the edition was; but the present pressman refrains from making a statement himself. It would appear to me that a request should be made of the paper to furnish an affidavit from their pressman, and that failing to obtain it, we are in honor bound to pay the one hundred dollars forfeit.

The following correspondence thereupon ensued:

NEW YORK, Dec. 23, 1895.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—It appears from the evidence furnished in the matter of your circulation, as reported in the last issue of the American Newspaper Directory, that you say the man who assails your circulation rating was not a pressman but a boy. It does not seem to be denied that he was employed in your office, however, and he may have known what your edition was. Your present pressman says he has occupied that position for years and that the young man referred to did not know what the edition was; but your present pressman refrains from making a statement himself of the circulation in question. It appears to us that you should obtain a statement from this pressman of the smallest issue, properly certified, and send it to us; and that failing in this, we are in honor bound to pay the \$100 forfeit. Very respectfully,

THE AMERICAN NEWSPAPER DIRECTORY.

NEW YORK, Dec. 23, 1895.

Mr. George Leiderbach, Joliet, Ill.:

DEAR SIR—We inclose a copy of a letter we to-day forward to the publisher of the Times.

Very respectfully,
THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill., Dec. 27, 1895.

Geo. P. Rowell, New York:

DEAR SIR—We have your last communication relative to circulation. We cannot see why you feel that you have to pay \$100 on the perjured statement of an office devil, whose perjury was suborned by a rival daily (the News). He swore that he was our pressman. We prove by our pressman that he never was. You have my word as to our circulation and my pressman's oath as to the perjury of Leiderbach. I keep my word where I am known and my word is good

here. I trust it will be good with you, supported by our pressman, as against the word of a proven perjured, irresponsible boy.

Very truly,
THE TIMES,
I. V. Park, Mgr.

NEW YORK, Dec. 30, 1895.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—Your letter of December 27th is at hand.

You have stated to us that the smallest issue of the Times during the year 1894 was 1,700 copies. If your pressman, Mr. D. J. Emerick, will make affidavit that no issue of the paper during the year 1894 was less than 1,500 copies, we shall accept the statement as a satisfactory proof of the correctness of the report furnished by you. That will leave the pressman a margin of 200 copies.

We are, Your obedient servants,
GEO. P. ROWELL & CO.,
Pub's. American Newspaper Directory.

JOLIET, Ill., Jan. 4, 1896.

Geo. P. Rowell & Co., New York:

GENTLEMEN—Replying to yours of Dec. 30th, we have given you our statement relative to circulation, and cannot alter it without being untruthful, which we would be if we complied with your request and reduced it to 1,500. We hope our word will be sufficient as against a statement which we have proved to you is perjured. Very truly,

THE TIMES, I. V. Park, Manager.

NEW YORK, Jan. 6, 1896.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—Your letter of Jan. 4 is at hand. If you are willing to leave the case to stand upon that letter, we shall consider ourselves obliged to send a check for \$100 to Mr. George Leiderbach. This will entitle the Times to a position in the list of those who have imposed upon the Directory by furnishing an untruthful report, whereby the Directory has been led to assign to a paper a circulation rating which was not in accordance with facts. In order that there may be no mistake in the matter, we shall withhold Mr. Leiderbach's check until Monday, Jan. 13. We are, your obedient servants,

THE AMERICAN NEWSPAPER DIRECTORY.

American Newspaper Directory:

GENTLEMEN—You are authorized to insert the inclosed adv. for \$10 under our paper's name, which, with the \$35 adv. we have ordered, will make \$45. The inclosed statement is for use in the Directory. It is our statement and it is TRUE. We guarantee it, and do not ask you to do so.

THE TIMES,
I. V. Park, Mgr.

Joliet, Ill., Jan. 9, 1896.

TIMES; Daily; every evening except Saturday; Sunday morning and **WEEKLY,** Fridays; daily four pages 16x23, Sunday morning eight pages, weekly eight pages; established 1891, by the Joliet Co., I. V. Park, president and manager; daily and Sunday morning; smallest edition during year 2,150, weekly 1,000. The Joliet Co.—I. V. Park, pres. and mg. editor.

Advertisement.—THE TIMES (daily, Sunday morning and weekly) is neatly printed and vigorously edited. It is the leading democratic official organ in a democratic city of 30,000 population. Business men who have tried it find that it pays to advertise in it. I. V. Park, Mgr.

NEW YORK, Jan. 10, 1896.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—We are in receipt of your communication of 9th inst., ordering an advertisement in the American Newspaper Directory. As it is probable that on Monday next we shall be obliged to pay \$100 to Mr. George Leiderbach for having proved that you have imposed upon the Directory by an untruthful circulation report for the edition for 1895, we find it advisable to hold your last communication without taking any action upon it, but with the expectation of returning it to you on Monday next.

Your case is number twenty-one, only 20 similar instances having been previously discovered in the eight years over which the guarantee has extended. We are,

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill. Jan. 9, 1896.

Geo. P. Rowell & Co., American Newspaper Directory, New York:

GENTLEMEN—I am at loss to account for your statement that you will send check to George Leiderbach when you know he has lied and we have proven it. My pressman is absent looking after a new press, and I inclose you my own affidavit, which it is hoped will be satisfactory. Very truly,

I. V. PARK, Publisher.

STATE OF ILLINOIS, { ss.:
COUNTY OF WILL. }

I. V. Park, publisher and manager of the combined Joliet Daily and Sunday Times, being duly sworn, states on oath that the smallest number of copies of the Daily and Sunday Times printed at any time during the years 1894 and 1895, was 1,800 copies.

I. V. PARK, Editor and Manager.

Subscribed and sworn to before me this 9th day of Jan., 1896.

F. A. HOOVER, Notary Public.

The reader who has followed this correspondence will here perceive that Mr. Park bunches the daily and Sunday issues. The report brought in question dealt only with the daily.

NEW YORK, Jan. 11, 1896.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—Your letter of January 9th, together with the affidavit which accompanied it, are duly at hand. Under the circumstances we believe that it will be proper for us to wait for a confirmatory affidavit from your pressman. As he is absent we will delay two weeks before paying the reward.

Of course, if your statement, which has been brought in question, was false, there would be some reason for supposing that your affidavit is of the same character.

THE AMERICAN NEWSPAPER DIRECTORY.

The next document received was a telegram purporting to come from Leiderbach:

JOLIET, Ill., Jan. 11, 1896.

Geo. P. Rowell & Co., American Newspaper Directory, 10 Spruce street, N. Y.:

I was innocently led to a misstatement in my affidavit regarding the Joliet Daily Times, which I now regret, and I desire to withdraw any claim against you on that affidavit, and to request you to let the matter drop.

GEO. LEIDERBACH.

Witness: M. J. ROONEY.

A little later came the following telegram:

JOLIET, Ill., Jan. 11, 1896.

Geo. P. Rowell & Co., American Newspaper Directory, 10 Spruce street, New York:

Since sending you Leiderbach's telegram, written and signed by him, and witnessed at his home, the News of this city has induced him to ask me to return the original, which I did, but I have three witnesses, as I do not know what course he and the News may take. I wire you the facts, leaving the action to your judgment for fairness.

I. V. PARK, Editor Times.

These telegrams were followed by the letter here printed:

JOLIET, Ill., Jan. 11, 1896.

Messrs. Geo. P. Rowell & Co., Publishers American Newspaper Directory:

GENTLEMEN—I think that it is about time you sent me that \$100 for furnishing you proof that the Joliet Times editor had lied about his circulation for 1894. You can easily learn from any of the other newspaper men here: Robert Pilcher, who furnished the Times paper; Mr. Coppage, the ink man; the ready-print concern that supplies patent insides for the Times' Sunday edition, and others, that my affidavit was all right. It don't make any difference if Park does call me a pressman instead of a press-feeder. Let me hear from you soon. Yours truly,

GEO. LEIDERBACH.

JOLIET, Ill., Jan. 13, 1896.

Geo. P. Rowell & Co., American Newspaper Directory, 10 Spruce St., New York, N. Y.:

I send telegram confirming my statement, with make-up foreman and a compositor as witness to my pressman. I refer you also as to my veracity to any bank or advertiser in Joliet, especially to George L. Vance, vice-president. Will County National Bank; A. H. Wagner, cashier First National Bank, and R. T. Keily, cashier Joliet National Bank; also to Postmaster Mark G. Harris of this city.

I. V. PARK, Editor Times.

JOLIET, Ill., Jan. 13, 1896.

Geo. P. Rowell & Co., American Newspaper Directory, 10 Spruce St., New York:

I have just returned, and have seen and read a copy of the affidavit sworn to by I. V. Park, publisher of the Times, in reference to its circulation, addressed to Geo. P. Rowell of the American Newspaper Directory, and I hereby state that the same is true and that Mr. Park's statement is correct.

D. J. EMERY, Pressman Daily Times.

Witness { A. J. STEFFY, Make-up Foreman,
THOS. F. McNULTY, Compositor,
the Times.

JOLIET, Ill., Jan. 27, 1896.

American Newspaper Directory, 10 Spruce St., New York:

We are waiting your decision regarding the Leiderbach circulation allegations against the Times. Kindly let us hear from you.

THE TIMES, I. V. Park, Mgr.

NEW YORK, Jan. 27, 1896.

Publisher of "Times," Joliet, Ill.:

DEAR SIR—The delay has been to give you an opportunity to send your pressman's affidavit. Are we justified in concluding

that it is not coming? If so, probably there need be no further delay about sending check. We are,

THE AMERICAN NEWSPAPER DIRECTORY.

JOLIET, Ill., Jan. 29, 1896.

George P. Rowell & Co., American Newspaper Directory, 10 Spruce street, New York City, N. Y.:

Pressman's affidavit by mail. His confirmation of my affidavit was all you asked. I sent that by wire on receipt of your request. THE TIMES, I. V. Park, Mgr.

JOLIET, Ill., Jan. 30, 1896.

Geo. P. Rowell & Co., New York:

GENTLEMEN—I send you the *Times* pressman's affidavit. I thought that his confirmation of my affidavit, as you requested, would suffice and I wired you. I also, wired you the retraction of Leiderbach himself and supposed surely that would end it. There are motives back of this business which I think you will consider. First, the boy wants your money; second, a jealous contemporary wants to injure the *Times*. I think (or at least would hope) that you would not be a party to such injustice. I hope that, having complied with all your reasonable requirements, the matter will be closed justly. I referred you by wire to the principal bankers and business men here. If there are any more affidavits you desire or any more questions you wish to ask, we are prepared to answer. I remain very truly,

THE TIMES,
I. V. Park, Mgr.

STATE OF ILLINOIS, }
COUNTY OF WILL. } ss.:

D. J. Emerick, being sworn, states that he has been the pressman of the combined Joliet Daily and Sunday *Times* ever since it started in July, 1891, that he has seen the affidavit of I. V. Park, publisher, directed to Geo. P. Rowell & Co., publishers of the American Newspaper Directory, in which he states that the smallest issue of the combined editions during the year 1895 was 1,800, and deponent states that it is true.

(Signed) D. J. EMERICK,
Pressman Joliet Daily and Sunday *Times*.
Subscribed and sworn to before me this 30th day of Jan., 1896.

(Signed) F. A. HOOVER,
Notary Public.

It will be noted that the pressman deals with the circulation of the daily combined with the Sunday issue, although the circulation of the daily alone is the matter under consideration.

NEW YORK, Feb. 3, 1896.

Mr. I. V. Park, Editor and Publisher
"Times," Joliet, Ill.:

DEAR SIR—Your letter of January 30th is at hand. It would appear to be an admission on the part of your pressman that your report, the accuracy of which has been questioned, was in fact false. If we are not justified in arriving at that conclusion, perhaps your pressman, Mr. Emerick, will favor you by signing and swearing to the form of affidavit inclosed. In order that there may be time for this, we will delay payment of the \$100 reward until Monday, February 10.

We are, Your obedient servants,
THE AMERICAN NEWSPAPER DIRECTORY.

STATE OF ILLINOIS, }
COUNTY OF WILL. } ss.:

D. J. Emerick, being sworn, states that he was the pressman of the Joliet *Daily Times* during the entire year 1894, and that there was no day in that year for which the issue of the *Daily Times* was less than 1,700 copies.

On the 8th of February the following letter and affidavit came to hand:

JOLIET, Ill., Feb. 4, 1896.

Geo. P. Rowell & Co.:

GENTLEMEN—Inclosed I hand you the *Times* pressman's affidavit. He did not keep any record and swears to only what he knows he is certain of. He refers you to the book-keeper who had charge of the subscription accounts, the route books, mailing lists, etc. When we made the statement to you the circulation was much above the figure given.

Very truly, THE TIMES,
I. V. Park, Mgr.

D. J. Emerick, being sworn, states that he was pressman of the *Daily Times* during the year 1894, and that, to the best of his knowledge and belief, the circulation ran from 1,200 to 5,000; what the average was deponent cannot say, as he kept no record, but will refer the gentlemen to the book-keeper, and states that at the time Mr. Park made his statement of 1,700, said statement was correct to the best of my knowledge and belief.

D. J. EMERICK.
Subscribed and sworn to before me, this 5th day of February, A. D. 1896.

E. MEERS, Notary Public.

Upon receipt of these the following letter was addressed, with check, as stated:

NEW YORK, Feb. 8, 1896.

Mr. George Leiderbach, Joliet, Ill.:

DEAR SIR—Inclosed please find check for \$100 in payment for services rendered in the matter of the Joliet *Times*.

We are, your obedient servants,
GEO. P. ROWELL & Co.,
Pubs. American Newspaper Directory.

This case has been spoken of as No. 21, but pending its decision two other fraudulent statements (viz., Creede, Colo., *Candle*, No. 21, and Omaha, Neb., *Svenska Journalen*, No. 22) have been exposed and the guarantee paid. The Joliet *Times* will, therefore, be known as No. 23. It is a notable fact that the recusant Colorado paper only claimed a circulation of 400 copies in its false report. Probably the paper and office could not have been sold for \$100. The Omaha Swedish paper was more ambitious, and its detection, in connection with that of Mr. Rosewater's *Daily Bee*, secures for Omaha a distinction previously enjoyed by St. Louis alone. It is the second city in the United States in which more than one false circulation statement has been brought to light.

ADVERTISEMENT WRITING.

By Charles Austin Bates.

TALK NO. 3.

I believe that a great many business men would employ advertisement writers if they knew just exactly how to go about it. The business is a comparatively new one, and it is not strange that business men generally do not understand exactly how to make use of the advertisement writer. They do not know exactly what to tell him or what to expect from him.

My experience in writing advertising for retail merchants has led me to the conclusion that the best way to do the work is on a yearly arrangement. In that way I can keep in closer touch with the business, and get to understand it much better than if I only do a little work every two or three months with no regularity and no system about it. For that reason, I have been strongly recommending all of my clients to make yearly contracts for a certain number of advertisements to be delivered at regular intervals during the year. There are some cases in which this plan seems inadvisable, and in these cases I am prepared to furnish advertising matter in such quantities and at such times as it is desired. Where a regular yearly arrangement is possible, it is better than anything else.

The following letter, which I have received from one of my yearly clients, is really a model letter. It is short and to the point:

—, Feb. 3, 1896.

Mr. Charles Austin Bates, New York:

DEAR SIR—Your ads of last month were promptly received, and am more than pleased with the result, especially the Cough Syrup ad, as it sold nearly six dozen of the same during the week it was inserted.

During the coming month I wish to make a special sale on soap that I have bought for that purpose. Three cakes in a box to sell for 25c. Put up *very* handsomely and highly perfumed. It is positively a bargain at this price. Please write ad for same.

While our competitors say that pure baking powder cannot be made for less than 40c. per pound, we guarantee the purity of ours at 30c. per pound. Please write ad for baking powder.

For the other two ads please write general introductions, to which we can add any special item.

Inclosed find check for \$4.25 in payment of ads. Respectfully,

It tells the effect of the preceding advertisements, and tells just what is wanted for the coming month. It is important that my clients keep me

posted as to the effect of the advertisements they have already had, so that I may know just what sort of an advertisement is effective in their community. After we get thoroughly acquainted I know just what sort of ads to write for each client.

I was very much gratified to learn from this letter that the preceding ads had been very successful. However, it is just as essential that I should know when the ads have not been effective.

My proposition is to give my clients the kind of advertising matter they ought to have, but I cannot accomplish this without assistance from them. We have to work together. I am like a man shooting at a long range target. I cannot tell exactly where my shots strike. I may aim too high or too low, but if somebody tells me that the last shot was too high, I can take that into consideration and shoot lower next time.

My work for retail merchants amounts to more than the mere writing of the advertisements and the furnishing of illustrations. I have several forms of contracts that I make with retailers, and these are fully set forth in a book that I have published on the subject. I undertake to act as advertising manager for the men who desire this service; that is to say, I plan, advise, criticise and execute their advertising. I tell them how much space to use, how often, and where to use it—whether to stick to the newspapers or to use circulars or booklets—give them all the hints and all the assistance I can. Each one of them tells me what he is doing, tells me what has been successful in his case, and what has proven unprofitable. I use this matter in advising other clients. I think there is not a week passes that I do not hear from men in every State in the Union. I have clients in some of the smallest towns in the United States, and in the very largest. Some of them pay me less than fifty dollars during the year; some of them pay me as much as three thousand dollars a year. I am in touch with all sorts of business, big and little. I know the problems that confront the man who is spending one hundred dollars a year for advertising, and the man who is spending a hundred thousand. I can render profitable service to either.—Charles Austin Bates, 1411-12-13-14-15 Vanderbilt Building, New York.

THE LATEST THEATRICAL ADVERTISING SCHEME.

BROOKLYN, N. Y., Feb. 10, 1896.

Editor of PRINTERS' INK:

The acknowledged king of theatrical advertisers, the prince of "free notice" workers, is John R. Rogers, late of the Standard Theater, New York, but now of Boston.

The "Strange Adventures of Miss Brown" was a good comedy in itself, but Mr. Rogers took peculiar means to make the fact known. Of course he advertised right along in every metropolitan daily, but his "auxiliary advertising" was simply great. And here is the latest trick—one that helped considerably to fill the Standard Theater nightly during the three months of "Miss Brown's" run.

Mr. Rogers had a couple of well dressed agents who daily made the rounds of the leading hotels, and copied from the registers the names of all new arrivals up to noon. These people would receive in their afternoon mail a brief note as follows:

"MY DEAR MR. (SMITH)—I have only just noticed your name among the arrivals in town. Will try to get to see you during your stay, so as to renew our old acquaintance. Meantime, let me put you on to the best thing in town in the way of a play: It is 'Miss Brown' at the Standard Theater. I know you will thank me for this 'tip' should you avail yourself of it. Very truly yours,
JACK M—"

In the case of man and wife, or family, being registered, the letter would be the same, but the handwriting and signature differed considerably, as also did the size and shape of the envelopes and letter sheets. This was done so that the hotel clerks who received the mail would not suspect anything, although many of them had their suspicions aroused by the very frequent inquiry from strangers as to what kind of a play "Miss Brown" was, and where the Standard Theater was located.

About 200 letters per day were thus dispatched generally reaching the "victims" within a few hours after their arrival. The cost of working the scheme was about \$10 daily. Mr. Rogers claims that it was worth from \$60 to \$75 per day to his receipts. He worked the idea on the common sense theory that the great majority of strangers in town go to some theater or other. They usually scan the advertisements to learn which is the "best thing in town." Perhaps they appreciated the enterprise that would go to such trouble to reach them personally. But that is true "advertising genius" and it is scarce.

JOHN CHESTER.

GOOD ADVERTISING POETRY.

NEW YORK, Feb. 7, 1896.

Editor of PRINTERS' INK:

The Meyer Rubber Co., New York, advertise their rubbers in the trade journals by a poem called, "A Modern Valentine," illustrated by a picture of a young man offering a young girl a pair of the rubbers. The poem consists of these stanzas:

"No useless thing of gilt and lace,
Bring I, fair lady, to thy shrine,
No tawdry, tinsel trumpery,
Shall be," quoth he, "my valentine."

"Nay, rather let me hope," he cried,
"To kindle love's eternal fires,
By laying at thy shapely feet
A pair of still more shapely Meyers."

A. B. C.

ADVERTISING TOO MUCH.

BOSTON, Mass., Feb. 6, 1896.

Editor of PRINTERS' INK:

Strange as it may seem, a concern has been found that really did advertise too much. It happened in this way. The firm was running a hominy mill in the West, and one day discovered that in the manufacture of their staple a product could be produced that the brewers could use as a substitute for either hops or malt in the fermentation of beer at a great saving. The demand became so great for "Zecaraline," as they called it, that they were often put to considerable trouble in procuring empty cars to ship with promptly, so they ordered a dozen freight cars built for themselves, and, in finishing them up, thought an extra coat of white paint, embellished with gold-leaf lettering, would make a splendid ad.

But on and after the first consignment went out in the new cars with the flaming advertisements, heralding to the world the merits of "Zecaraline," a sudden quietness seemed to settle down on the business, and no more orders came from the brewers who had received their grist of grits in the handsomely decorated cars.

Lower prices were quoted, with instructions to wire orders "at our expense." Then personal letters of inquiry were sent to their customers, but not until one of the firm made a visit to a large brewery was the cause of the cessation of orders discovered. The brewer visited was one of the old stock, a German from the Rhine, and he explained it in this way: "Vel, you see we abertise only pure hops and malt in mine lager, and when peoples see a car like dot on mine switch dey dinks more than they speaks." The cars now only have the initials of the firm with number, and a small notice down in one corner, saying: "Return promptly when empty."

GERALD DEANE.

MODERN COMPETITION.

NEW YORK, Jan. 20, 1896.

Publisher of PRINTERS' INK:

In your behalf I visited the business manager of a New York daily paper to-day, whose advertisement I had observed in a paper called the *Fourth Estate*. I solicited from him a similar advertisement to appear in PRINTERS' INK. He did not seem inclined to make a contract with me unless I would agree to have the account balanced by exchange advertising. This I was not authorized to agree to. When I asked him how he happened to advertise in the *Fourth Estate*, he said that one time when the proprietor of that paper was an advertising agent he incurred an indebtedness to the daily paper in question to the amount of \$250, and after attempting to collect the bill a judgment was finally obtained, upon which it was not found possible to collect anything, and so, to settle the account, an advertisement was finally given to the *Fourth Estate*, to be inserted until the amount due on the judgment has been balanced. Now, Mr. Publisher of PRINTERS' INK, it seems to me that unless you are prepared to make a contract on something like the same terms which are accorded by your competitors, you can hardly expect me to secure orders for your paper. I am,
A DISCOURAGED ADVERTISING CANVASSER.

MEN whose opinions are valuable know that keeping at it is the only way to advertising success. Yet nine-tenths of the starters try the sky rocket plan.—*Results*.

THE BEAVER SPRINGS (PA.) "HERALD."

Office of the SWIFT SPECIFIC Co. }
ATLANTA, Ga., Jan. 11, 1896. }

Editor of PRINTERS' INK

Believing that your publication is in the interest of advertisers, we ask that you give publicity to the following circumstance, which concerns every general advertiser.

In making up our list of papers with whom to place the S. S. S. advertising, we are guided, to a great extent, by the information given in the American Newspaper Directory, and we are especially inclined to give favorable consideration to those papers whose circulations are therein guaranteed.

We recently closed a contract for a year's advertising with the *Herald*, at Beaver Springs, Pa. We have sent you by registered mail two copies of this paper dated Thursday, January 2. If you will examine them closely you will find that they are identical in every particular, with the exception that one copy, on the second column of the eighth page, contains a fifteen-inch ad of S. S. S., while the other copy does not contain the ad at all. In plain words, it seems that the forms were made up with our ad in, a few copies were run off for the purpose of sending us for credit; then the forms were lifted, and our ad left out of the regular edition, the space it occupied being filled up with local matter.

We wish every general advertiser to know of this method of doing business as resorted to by the Beaver Springs (Pa.) *Herald*, for the practice cannot be too strongly condemned. Of course, it was by mere chance that the copy in which our ad was omitted fell into our hands, and it can readily be seen how advertisers can pay out thousands of dollars for advertising which they do not receive, even though they are furnished with the usually accepted evidence of insertion.

We have heretofore felt that those papers whose circulations the Directory guaranteed, could, in a degree, be relied upon as free from shady transactions, but it is, of course, impossible for the Directory to guarantee publishers' honesty.

Kindly return these papers to us by registered mail, for which we inclose postage.

Yours very truly,

THE SWIFT SPECIFIC COMPANY,
By Geo. S. Lowman, Adv. Mgr.

IN GRAND RAPIDS.

GRAND RAPIDS, Mich., Feb. 8, 1896.

Editor of PRINTERS' INK:

The Michigan Trust Co. has sent out a 65-page book of "Children's Singing Games," giving words and music of all the games children play now, and which their parents played long ago. It was compiled and illustrated by Mrs. Eleanor Willard, of this city.

An upholstering firm has sent out a postal card, giving seven reasons why they upholster and repair more furniture than anybody else: 1st Reason—Because they employ only experienced labor, use the best materials, do their work promptly, and have the price." 2d Reason—The same. 3d Reason—The same. * * * 7th Reason—The same. We might give you more reasons, but if you are not now thoroughly convinced, you will not be, short of a personal trial of — Co."

LUCIUS E. TORREY.

It is not so necessary to have your advertisement at the "top of the column" as it is to have it at the top in excellence.

THE LARGEST BAPTIST CIRCULATION.

Office of
"TEXAS BAPTIST STANDARD."
Published at Waco, Texas.
WACO, Texas, Feb. 5, 1896. }

Editor of PRINTERS' INK:

I am an interested reader of your paper and regard it as one of the brightest publications in the country. When I bought the *Texas Baptist Standard*, in 1892, it had a circulation of 6,000. This circulation was guaranteed by the American Newspaper Directory of that year. When our average circulation for 1895 was made up and forwarded it showed our circulation in that year to have been in excess of 23,000. There is a growth in four years of almost 400 per cent. In my opinion the history of the religious publications of the country will not furnish a similar instance of development and growth. Moreover, I believe the *Texas Baptist Standard* has the largest circulation of any Baptist paper in America. There is one possible exception, and this is that of the *Baptist Union* of Chicago, but it is a young people's paper, and is not one to be classed with the religious papers for the family. Really now do you not think this development and progress worthy of mention in PRINTERS' INK? Very truly yours,

J. B. CRANFILL,
Proprietor.

BOSTON BEACONS.

BOSTON, Feb. 7, 1896.

Editor of PRINTERS' INK:

All the leading hotels in Boston have hanging in their rotundas handsomely framed lists of the prominent churches. It is for the convenience of transient guests in deciding where to attend divine service on Sunday. They are, however, placed by private enterprise and the churches are charged for the announcements.

The 20th Century Club offers a series of prizes for the best lot of answers received to a list of ten questions, from young people, for the betterment of Boston. The second one reads: "What objections are there to the usual methods of placing signs and posters on the streets?" G. D.

VALUE OF A WIFE.

In the Albany *Times* some thirty years ago was the following advertisement, which shows the value placed on wives at that time:

"Three dollars reward will be paid to whoever will cause the return to me of my wife, Mary. She is of middle size, light complexion, freckles on her face, light hair. Is about fifteen years of age, of a loving disposition and had on three rattan hoops.

"Wm. Snow,
—Lodge and Maiden Sts.,
—National Advertiser.

MR. HELLER'S SPECULATION.

Mr. Sam Heller, of Raleigh, N. C., knowing that there was no limit to the weight of first-class mail packages, ordered a box of shoes, weighing 125 pounds, sent to him by mail with only a two-cent stamp affixed. There were on the box when it arrived \$40 worth of postage due stamps. There were fifty of the denomination of 50 cents, for which he says he can obtain from dealers \$1.25 each, and fifty of 30 cents, worth 75 cents each; so by this calculation he made \$60.—*Atlanta Constitution*.

If you have ought that's fit to sell,
Use printers' ink, and use it well.

BRIGHT SAYINGS OF ADVERTISERS.

THIS month you can save by spending.—*Bradley & McClure.*

If they grew like grass they couldn't be much cheaper.—*Dry Goods Chronicle.*

OLD in popularity, ever young in memory.—*Old White Horse Cellar Scotch Whisky.*

USUALLY the first day's sale takes the cream of a bargain offering, but where the stuff is nearly all cream, the late comer fares about as well as the "early bird."—*Rogers, Peet & Co.*

OUR best advertisements are never printed. They are all around town, business men, professional men, clerks and mechanics who are wearing diamonds or carrying watches that came from our store. Of course, they tell their friends about us.—*J. C. Sipe.*

My friend, the Kentuckian, says that there is no such thing as bad whisky, but that some whiskies are better than some other whiskies. It's just the same with advertising; all advertising is good, but some kinds are better than some other kinds.—*Sam W. Hoke.*

THE marvelous thing about carriage varnish is that it must be one garment suited to all kinds of weather. It can only be produced by paring a little from many extreme virtues and uniting the deeper qualities of all—hard, not brittle—tough, not soft—firm, not thick—fine—not delicate. It is a difficult varnish to make. Nearly all carriage men have the genius to see and the kindness to say that we make it.—*Murphy Varnish Co.*

NOTES.

THE Century Co. offers three prizes of \$125, \$75 and \$50 for the three best designs for a poster advertising the Midsummer Number of the *Century Magazine*. The offer is open to every one, whether professional artist or amateur.

A NEWSPAPER is soon to be published away up on the edge of the Arctic Circle, in Circle City, the new mining town of Alaska. Until now people on the Yukon have had to depend for their news on their neighbors, the nearest newspaper office being many hundreds of miles away. The paper is to be a weekly, and the printing plant is to be shipped shortly.—*National Advertiser.*

THE scheme of printing the weather forecast on every letter received through the United States mails is to be tried in Cincinnati in a few days. The outgoing letters will not be stamped, only those received. It is proposed to make a stamp with a larger circle outside of the usual stamp circle, in which will appear the words, "Weather forecast for to-morrow—Fair, colder," or whatever may be the indications. Of course, this is primarily intended to benefit the agriculturists.—*New Ideas.*

THE publishers of the *Mail* have had a little experience with the Third Assistant Postmaster-General, and it does seem queer that almanacs designed especially to advertise insurance companies can go through the mails at second-class rates and legitimate publications be excluded. In the case of the *Mail*, it took nearly two weeks for his Royal Highness to settle the question of its being entitled to second-class rates.—*Troy (Ohio) Daily Mail.*

FROM CHICAGO.

There is considerable evidence that the ad expert has been at work in Chicago. Kirk, the soap man, is putting out a line of ads in the dailies that are of the testimonial sort, combined with a well-written argument why his new preparation, "Eos," should be used in preference to any other washing powder. A new attachment for improving the light from the city gas is being heavily advertised and the ads are about the best specimens of display that have gone out from this city in a long time.

One of my country exchanges comes week after week with a certain ad printed in red ink with a rubber stamp. The space is left blank in the impression as it goes from the press, and the ad is stamped in by hand. Sometimes the ad is plain to read and at other times it is very much blurred. It strikes me that if I were running a paper I should not care to advertise the fact that my circulation was small enough to allow of its being finished by hand.

I believe cheap sales are a pretty good thing, because they tell those who want to keep expenses down—and that includes almost every one—where to look for cheap goods, and, at the same time, attract buyers for the better class of goods.

One of the big stores has a mammoth clock in front of its store with the face ornamented with this motto:

"This clock may stop, but we never stop giving the best bargains in town."

An advertising agent said to me to-day that there are fewer fake advertisers in Chicago just now than for a good while. He thought this was owing to the fact that the people are getting more intelligent and discriminate between ads more carefully than ever before. MILLER PURVIS.

THE FORCE OF HABIT.

It is said that, once upon a time, there was a country editor who was always very careful to give full credit for every article that he clipped or copied. The story goes that he once attended a church festival, and was called upon for a speech. At first he spoke in a low tone, but, as he warmed up to his subject, he raised his voice, till finally the room rang with eloquence. People turned to one another, and congratulated themselves that they had such an orator in their midst, and finally some one suggested, sotto voce, that such a man, in the State Legislature, would be an ornament to their district. Before he got through, he was proposed as a candidate for Congress up at the other end of the room. Then, as he closed, amid impressive stillness, he remarked, calmly:

"From the *Kansas City Times.*"

ARTEMAS WARD, proprietor and publisher of the New York advertising monthly which he calls *Fame*, appropriated the name from *Fame*, a London advertisers' journal, and the London journal gracefully admits that it originally obtained the idea of establishing such a journal from having seen a copy of PRINTERS' INK, after which the London *Fame* was closely patterned. Mr. Ward, who is very successful in adapting himself to conditions as they exist, is a gentleman of marked presence and always wears a celluloid collar which he cleanses daily with Sapolio. It was at Mr. Ward's solicitation that, at the end of all the advertisements of the Celluloid Company, may at the present time be seen these words: "Sapolio is the best cleanser for these goods."

COURT PLASTER AS AN ADVERTISER.

To those not intimately concerned in the wholesale marketing of plasters, it is not generally known what a big figure is cut in the court plaster trade by the advertising people. Court plaster, to be given away gratis, is a staple article with the Accident Insurance Companies, who purchase great quantities every year—one concern in Chicago ordering 1,000,000 pieces of plaster at a time. Advertising novelty men also buy in big lots, while the makers of little conveniences for the toilet, such as silver and gold-plated court plaster holders, invariably call for stock around holiday time.—*American Druggist*.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

BEST trade paper wants agent in cities of 25,000. 1000 Monon. Bldg., Chicago.

H. D. LA COSTE, special newspaper representative, 28 Park Row, New York.

TURF, FARM AND HOME, Waterville, Me., wants adv'g man in New York, Chicago and Phila.

FOREMAN wants to change position; daily or weekly. All references. "L." Printers' Ink.

TYPEWRITER, phonograph and safe. Good second hand. F. H. STEARNS, Chester, Vt.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 20 cents a line for 25,000 circulation, guaranteed.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 122 Monroe St., Chicago.

I WANT to send some newspaper a weekly Philadelphia letter. I know what to send and how to write it. Space rates. "R. J. E." Printers' Ink.

HALF-TONES, 1 col., \$1; 2 cols., \$2; in large orders at 12 cents per sq. inch. Send for proofs to BUCHER ENGRAVING CO., Columbus, Ohio.

FREE to printers—Proofs of our new art specialties for job printers. Now first offered on the syndicate plan. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

WANTED—By dry goods mail order department, 10,000 names of ladies residing in small Western and Southern towns. Address, with price and sample, "G. P.," care Printers' Ink.

LOTS of fun writing Fernin-Snell shorthand; best for business because it is fastest and most readable—vowels written; learn by mail, \$10, and money back if you want it. I. P. SNELL, Truro, N. S.

WANTED good, practical printer with some capital to take half interest in a daily and weekly paper, published at Salinas, Cal. Proprietor is a lawyer, and needs his time for law business. Fine location and climate. Write for full particulars. H. L. BRADFORD, Salinas, Cal.

DO you wish to export your machinery and material to Mexico and South America? Advertise in LA REVISTA TIPOGRAFICA, the only journal devoted in Mexico to printing, and circulating among all printing offices. Send 15 cents, stamps, for a copy. ED. M. VARGAS & CO., Publishers, Yrapuato, Gto., Mexico.

PRINTING in Mexico is making considerable progress. Printers wish to buy new machinery and American type. Manufacturers can reach a profitable market by taking advertising space in LA REVISTA TIPOGRAFICA, the only journal devoted to the printing trade in this country. Send 15 cents, stamps, for a copy and rates. ED. M. VARGAS & CO., Publishers, Yrapuato, Gto., Mexico.

ADDRESSES AND ADDRESSING.

\$6 BUYS 5,000 addresses, taxpayers. New list. P. J. SMILEY, Albany, Oregon.

1,000 ADDRESSES taxpayers, \$2.50; 2,000, \$4; 5,000, \$8; cash; wealthy district. C. EMERSON, Decatur, Tex.

ONE of the richest cities in U. S. according to population. 1,000 addresses, \$2.50; 5,000, \$10. F. E. RAMSEY, 145 1/2 Third St., Portland, Ore.

HALF-TONES.

\$1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone wood-cut or zinc etching. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

MISCELLANEOUS.

\$140 BUYS new piano; organs \$42. DANIEL F. BEATTY, Washington, N. J.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

START a business of your own; be a manufacturer's agent or broker. \$1.50 will bring by mail book of addresses, 300 mfrs. and dealers, different lines; instructions in starting the business. AGENTS' SUPPLY HOUSE, 358 Dearborn St., Chicago.

EVERY ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

BIRMINGHAM (Ala.) City and Suburban Directory for 1896 just out of press. Population 62,000, price \$5; charges prepaid. H. D. WOOD, 1209 2nd Ave.

JOB printer's order book and record of cost; 100 double pages, 10x16, printed and ruled for 3,000 jobs. The best system of bookkeeping. Price \$3. H. G. BISHOP, 143 Bleeker St., New York.

YOU want it! Every weekly newspaper should use the "Mullen Advertising Record Book" (copyrighted), and keep a full record of all advertisements. Each page has room for a record of a firm's advertising for a full year; simple, convenient, saves time and trouble; "fills a long-felt want." Write for free sample page and prices. JOHN T. MULLEN (Review), Litchfield, Minn.

PRINTERS.

\$1.25 BUYS 1,000 No. 6 bill-heads, printed to order. 5,000 lots, \$1.10. COOK, artist printer, Madison, Me.

100,000 DODGERS, 6x9 inches, for \$20. C. B. RUSSELL & CO., 3 and 5 Franklin St., Buffalo, N. Y.

THE LOTUS PRESS (Artistic Printers), 140 W. 23d St., New York City.

NOTE-HEADS, envelopes, bill-heads and stationery. \$1 per 1,000; letter-heads, \$1.05; \$1.50. Samples free. GALENA PUB. CO., Galena, Kan.

PRINTING—It costs but two cents to get our figures, and will save you many dollars. Pamphlets our specialty; correspondence invited. HINTON & CO., Danbury, Conn.

WHAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

SPECIAL WRITING.

29 A WEEK; original editorials for weeklies;
 50 full complement; no syndication. "PITT,"
 Printers' Ink.

BILLPOSTING AND DISTRIBUTING.

WE mail 1,000 letters a week to agents who answer our ads. Circulars mailed with ours for publishers and advertisers at \$1 per 1,000. Express paid on 5,000 lots. UNITED MFG & PUB. ADV. CO., Cohoes, N. Y., Special Advertisers.

ELECTROTYPES.

CUTS—We will tell you how to make them for \$1. Descriptive circulars for a stamp. C. D. LOVE, Coshocton, Ohio.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

CHALK engraving plates. We make a first-class plate. Our specialty, recasting old plates; satisfaction guaranteed. Save money by buying of HIRD MFG. CO., Cleveland, Ohio.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for \$1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our zinc etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. THE CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

WALKING, talking, effective, inexpensive ads. Waist Buttonieres which are eagerly sought after as coat lapel adornments. Write for quantity, estimates and designs. THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

NEWSPAPER and mail boxes—They look neat, are substantial and practical, name of paper lettered on each box, retail for 10 cents, make excellent premiums for subscribers. Write for special rates to newspapers. W. C. LYMAN & CO., Jackson, Mich.

TO the public—We beg to announce that we have been appointed the sole selling agents for the U. S. of the new puzzle—"Ikankanu," and are prepared to fill orders of any size upon short notice. It is the most ingenious puzzle ever made; you ought to be the first in your city to secure them. Prices on application; sample on receipt of 5 cts. in stamps or cash. HOPCRAFT & CO., Incorporated, 141 Broadway, N. Y.

SUPPLIES.

VAN BIBBER'S
 Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

CHALK plates recasted, half cent an inch. BYRON, POPE & CO., Cleveland, O.

STANDARD Type Foundry printing outfits, type, original borders. 200 Clark St., Chicago.

STEREOTYPE, linotype and electrotpe metal; sale; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

FOLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

WINDOW DRESSING.

HARMAN'S JOURNAL OF WINDOW DRESSING, a monthly publication. Illustrated displays. Third year. Send 25 cents for trial copy. 125 S. Clark St., Chicago.

STEREOTYPES.

IF you get us to make your stereotype advertising plates—ours are just as good as electros, at a fraction of the cost—we can, perhaps, save you a good deal of money in the distribution, as we have fifteen complete manufacturing establishments, thoroughly covering the United States and Canada. AMERICAN PRESS ASSOCIATION, 45-47 Park Place, New York.

ADVERTISING MEDIA.

ROCKLAND (MAINE) DAILY STAR.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,070 daily.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

\$2,400 SALES from one \$60 ad, and it's still working. "Selected Lists" did that. Address "CO-OPS," Rochester, N. Y.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

DETROIT COURIER. W. H. Smith & Co., Buffalo: "We are well pleased with results from our ad in your paper." Rate 13 times at 4c. line.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.60 a year. Leading advertising medium in its territory.

IF in doubt as to V. P. Map advertising, look into the Saratoga Restaurant, 108 E. 23rd St., any noontime. For particulars address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 874, New York.

GOOD HOUSEKEEPING,

Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through Good HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address communications about advertising to H. P. HUBBARD, 38 Times Bldg., N. Y.

ADVERTISING AGENCIES.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

NEWSPAPER SUBSCRIPTION ACCOUNTS.

RETTIG N. S. A. LEDGER CO., Platte City, Mo. Circulars free. How often—in 1 year—does your most frequent paying subscriber remit!

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. WOODWARD ROGERS; studio 24 West 23d St., New York.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

LETTER designing, etc., since 1880; ink or colors. J. H. GRATACAP, East 175th St., N. Y.

HANDSOME illustrations and initials, 5c. per inch. Send 3c. stamp for pamphlet. AMERICAN ILLUSTRATING CO., Newark, N. J.

ATTRACTIVE cuts for advtg purposes; prices 35c. to 50c. each; send stamp for specimen sheets. C. J. PETERS & SON, 145 High St., Boston.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRS, 240 East 33d St., New York.

AN ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. THE CHICAGO PHOTO ENGRAVING CO., 75 Fifth Ave., Chicago.

DO it yourself. You can make your own cuts, by our direct process of zinc etching, at a cost of about 5c. each; instructions so plain a boy can work it; sent for \$2; dispenses with all costly apparatus; ask for illustrated circular. EBERSON DEPUY, pub., Des Moines, Iowa.

ADVERTISEMENT CONSTRUCTORS.

APT ads. CURRAN.

JOHN CUTLER, Writer of Advertising, West-ton, Mass.

ADS that bring business. H. L. GOODWIN, Phillips, Me.

JED SCARBORO, Arbutuck Bldg., Brooklyn, N. Y. Hours: 9 to 4.

SEND \$1 for four trial ads. CHAS. A. WOOLFOLK, 446 Main St., Louisville, Ky.

SEE article on advertisement writing by CHAS. AUSTIN BATES, on page 36 of this issue.

ADS—Terse, truthful, incisive, convincing. W. N. WESTON, 910 3 St., N. W., Wash., D. C.

GET my argument before you order ads. JED SCARBORO, Arbutuck Bldg., Brooklyn, N. Y.

RETAILERS—10 ads., 10 cuts, \$15. One ad, one cut, \$2. O. COHEN, P. O. Box 88, New York.

FOUR retail ads for \$1 to new customers. To others \$1 each. Samples free. H. L. GOODWIN, Phillips, Me.

GENERAL ads on technical subjects—medicine, chemistry, patents, electricity—are a specialty with me. R. L. CURRAN.

“MY BOOK, BY ME.” will interest magazine advertisers. It's free. W. CHANDLER STEWART, 414 Elm Ave., Philadelphia.

THE only writer of exclusively medical and drug ads booklet on any special subject, \$15. JED SCARBORO, 48 Arbutuck Bldg., Brooklyn, N. Y.

ADVERTISEMENTS attractively displayed and electrotypes furnished. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

LEAP year has arrived, and I propose—to keep on writing ads that attract attention and bring buyers. MRS. HUNT, 42 Richardson St., Newton, Mass.

CAUSE and effect—I want customers who want effective advertising matter: ads, circulars, booklets. State all facts and write, D. E. MEICH, Box 1083, Fargo, N. D.

SPECIAL offer! Cuts and copy for 4 cards, 3x5 inches, \$3. Counter distribution of these pays well. Postal samples. See also page 48. FRANK B. BAGLEY, Box 91, Philadelphia.

PEOPLE want common sense in ads, not fancy phrases. I'll send you 5 ads for a 2c. stamp and data; \$3 when accepted. W. S. HAMBURGER, 811 Fairmount Ave., Philadelphia, Pa.

THE ads I write and the booklets I write and print are the best and always bring business. They are to the point. My two booklets, 10c.—worth more. H. L. GOODWIN, Phillips, Me.

IF I were connected with a dry goods store I could write better ads than appear in any N. Y. paper (with a possible exception). While I demonstrate this, the cost will be small. GEO. A. MCKAY, 313 Lexington Ave., Brooklyn.

THE series of “talks” on “Advertisement Writing” appearing regularly in PRINTERS' INK, tell plainly and fully about the business of CHARLES AUSTIN BATES, Vanderbilt Bldg., New York. Talk number 3 appears on page 36 of this issue.

PREPARING advertising matter is my sole occupation. Call and see me any day—from 10 to 12 if you wish to be sure to find me in. Write any time. If you want my booklet send 10c. R. L. CURRAN, Room 1517, 150 Nassau St., New York.

WE are experienced ad-writers, and prepare solid, truthful ads that bring business. We offer for a short time only, to new clients, 4 ads, retail, for \$2, or 13 for \$5, and give an electro cut with each ad. This is our regular price for trial order without cuts. All ads drawn to scale. PILOT ADVERTISING CO., Newark, N. Y.

WE have a printed novelty which is a cheap and effective medium for patent medicine advertisers, to reach the retail druggist and the public through drug store distribution. It is a lasting advertisement at a small cost. We would like to talk about it with some large advertiser. THE LOTUS PRESS, 140 West 23d St., New York.

IF you want advertisements having the arrangement to make them noticeable and the business thought and expression to make them profitable, let me hear from you. One ad will show my ability. No second-hand ads for sale. Will write on order, but like contracts for regular service. Ads \$3 and up. Copy for eight-page booklet, \$10. My booklet, 10c. H. A. PAWLY, 417 Pine St., St. Louis.

WE have had twelve years' practical printing experience, and five years' practical art printing. We can't paint pictures or make statues, but we know the principles of proportion, symmetry, and harmony in color and design. We are continually studying effects. Our offices are full of helps to good printing. We have our own art department. THE LOTUS PRESS, 140 West 23d St., New York.

THE advertisements that I put in type will stand out over the heads of others in any company. I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me. No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

I AM an ad writer because I have a brain built for the business and heartily love the work. I have no other irons in the fire. I know I turn out good ads, because sensible and successful business men who employ me say so. I am not boasting—simply claiming what I can prove—no more. I want a few more regular clients. I have every reason to know that I can do justice to their work. Will you put me to the test? Two retail ads, \$2; if illustrated, \$3. Copy for an 8 page booklet on any special subject, \$15. JED SCARBORO, 48 Arbutuck Bldg., Brooklyn, N. Y.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga.
Press clippings for trade journals and adv'ts.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in THE GOLFER is a paying investment. Address all communications to THE GOLFER, 334-336 Congress St., Boston.

FOR SALE.

5-LINE advertisement, 41. WISCONSIN AGRICULTURIST, Racine, Wis.

81 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

5 YEARS' back numbers of PRINTERS' INK, '90-'94, cheap. A. R. GOODSPEED, Dwight, Ill.

FOR SALE—Paying trade weekly paper in Los Angeles, California; owner going East. Address BUILDER AND CONTRACTOR, 133 South Broadway, Los Angeles, Cal.

REPUBLICAN newspaper for sale. In a Republican county; for sale cheap; in Central New York; Republican county; the organ of the party. Address "D. A. J.," Printers' Ink.

\$15,000 WILL buy a new, first-class, well-furnished, successful, paying summer hotel on the Massachusetts coast. Address for full particulars, "HOTEL," care Printers' Ink, N. Y.

FOR SALE—Paying independent weekly in Eastern Pennsylvania. Only paper in town. Fine country surrounding. Large run of ads and job work. Satisfactory reasons. Address "ACIP," care Printers' Ink.

FOR SALE—Half interest in a paying daily and weekly in Western Pennsylvania. Sickness and death in family cause of selling. Less than \$2,000 takes it. Big bargain, if sold at once. "W. X. E.," care Printers' Ink.

FOR SALE—The best paying weekly newspaper property in Montana; has paid an annual profit of over \$3,000 for the past 7 years; subscription \$3 and large circulation; business permanent and constantly growing; county seat, Republican county and official paper; large monthly pay roll; rich mining interests; delightful summers and mild winters. Price, \$6,000; with two-story brick office building, \$10,000. Personal investigation invited. Address "H.," Printers' Ink.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS FARMER is the oldest, best and only exclusively agricultural newspaper published in Arkansas. It presents to its readers the latest, most reliable and practical information about every branch of agricultural industry, and reaches the very best people of the State; it is non-partisan, non-sectarian, a clean, newsworthy, wholesome publication for the farm and home. Circulation 3,500 and increasing with every issue; the best medium in the State for advertisers.

For local and State circulation in Arkansas the

Little Rock Gazette

Covers the field completely. It holds the Associated Press franchise, uses Mergenthaler Linotypes, and with the circulation prestige and influence gathered through seventy-six years' continuous publication is an unequalled advertising medium in its territory. Investigate its circulation and rates.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 16,000 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg, New York, N. Y., sole agent. 13,000 weekly guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From Printers' Ink, issue of July 3, 1895.

CONNECTICUT.

NEW LONDON DAY is handsomest paper in the State. Largest circulation. Gives best results.

ILLINOIS.

THE GALESBURG MAIL (Evening-Weekly) covers Galesburg and Knox County. Good papers; good field; good rates for good ads.

JOLIET, population over 35,000 in township, 6,000 homes. DAILY NEWS sworn circulation to subscribers 5,148. Can any paper in America beat this honestly? Write for particulars.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

ONE county and one town fully covered by one paper. The WEEKLY SENTINEL covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The DAILY SENTINEL is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

KENTUCKY.

SOUTH KENTUCKY EVANGELIST, Elkton, Ky. Covers the rich agricultural and mining region of Southwest Kentucky. Only religious paper. Cir. growing rapidly. Pays advertisers.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1865. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MASSACHUSETTS.

DELISLE BROTHERS publish in Worcester, Mass. L'OPINION PUBLIQUE, which circulates among 54,000 French people in Worcester County. Advertisers, what think you of it?

MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER. "We are pleased with results from our ad in your paper."—W. H. SMITH & Co., Buffalo. Ad rate 13 times at 4c. line.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also EVENING PRESS. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. For rates, etc., address H. FRANK WINCHESTER, 10 Spruce St., N. Y.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

HELENA INDEPENDENT—6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

NEW JERSEY.

IN almost every village in its field the Red Bank REGISTER has a paid correspondent. The REGISTER prints from four to six columns of village happenings every week.

CAPE MAY COUNTY, N. J., is made up entirely of farm villages and seaside resorts; of the latter there are thirteen. By printing all the news from all the villages and all the resorts the CAPE MAY COUNTY GAZETTE secures a large circulation, covering the entire county as no other paper does. Advertisers, do you see the point! Address COUNTY GAZETTE, Cape May Court House, N. J. Established 1880.

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

NORTH CAROLINA.

DURHAM STORY PAPER and **BUSY AGENT** circulates in every State. 10 cents a line.

THE NEWS is the only evening paper in Charlotte, a growing city; population, 1890, 11,527; 1896, 19,651. The NEWS is the leading weekly in this city and county; population 50,000. The NEWS and TIMES cover city and county fully.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

THE PRESS, Columbus, only Democratic daily in Central Ohio. F. J. WENDELL, sole advertising agent, Tribune Bldg., New York City.

OREGON.

MARION COUNTY RECORD, Aumsville, Ore., has the largest weekly circulation in the county. All home print. Try it.

PENNSYLVANIA.

THE Perry County TIMES has the largest circulation in Perry County, Pa.

30,000 WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the CHESTER TIMES every evening. WALLACE & SPROUL, Chester, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,500.

THE SCRANTON TRUTH, an independent afternoon newspaper. Circulation over 15,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburgh; largest daily circulation on the Lackawanna line between New York City and Buffalo. BARRETT & JORDAN, Proprietors, Scranton, Pa.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. FASCHALL & CO., Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

VERMONT.

THE Burlington FREE PRESS has largest Daily and Weekly circulation in Vermont.

VIRGINIA.

LYNCHBURG NEWS; only morning paper; 25,000 population; established 1865; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

SUPERIOR makes 23,000 barrels flour every twenty-four hours. This is only one of her many industries. She has largest coal docks in the world. **THE TELEGRAM** is the leading paper in Northern Wisconsin, 5,500 daily. Adv. rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

THE largest circulation in New Brunswick is enjoyed by the **PROGRESS**, a weekly issued at St. John. - *From Printers' Ink, issue of May 9, 1895.*

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR-Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 10 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$20, 6 months for \$15, 3 months for \$8.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 573, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.
PACIFIC RURAL PRESS, San Francisco, Cal.
WISCONSIN AGRICULTURIST, Leominster, Wis.
FARMERS' HOME JOURNAL, Louisville, Ky., goes weekly to 13,600 of the wealthiest farmers of Kentucky and Tennessee.

BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.
THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895. Sworn circulation 6,062 copies weekly - largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents in any grocery journal published in the world. Send for free sample copy.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.

Largest circulation in its field.

D. T. Mallott, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

DETROIT COURIER. "We are pleased with the results from the **COURIER**." - W. H. SMITH & Co., Buffalo, Dec. 30, '95. Ad rate 13 times at 4c. line.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., **TELEGRAM**: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MILITARY AND NAVAL.

ARMY AND NAVY JOURNAL, N. Y. City, weekly. Organ of the Army, Navy, Revenue Cutter Service and National Guard.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

MOTOCYCLE.

MOTOCYCLE, 1440 Monadnock Block, Chicago.

NEWSPAPER CLIPPINGS.

THE CLIPPING COLLECTOR, a monthly magazine devoted to the collecting of newspaper clippings for pleasure or profit. One dollar a year; ten cents a copy. 8 Day St., New York.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade - one issue worth more than price of a year's sub'n.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class - indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application. **THE INLAND PRINTER** is unquestionably the leading trade journal of the world in the printing industry. Issued promptly on the first of every month. Replete with valuable technical information, articles of general interest and elegant illustrations. Only \$2 per year; \$1 for six months; 30 cents per copy - none free. **INLAND PRINTER COMPANY**, 213-15 Monroe St., Chicago.

RELIGION.

THE ADVANCE, Congregational weekly, Chicago, Ill. Average issue in 1895 was 23,477.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1883. Largest Spanish circulation in the world. Translations in all languages: 44 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., **TELEGRAM**: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.



SAVED

....FROM

BY A GOOD

ADVERTISERS

CAN REACH A

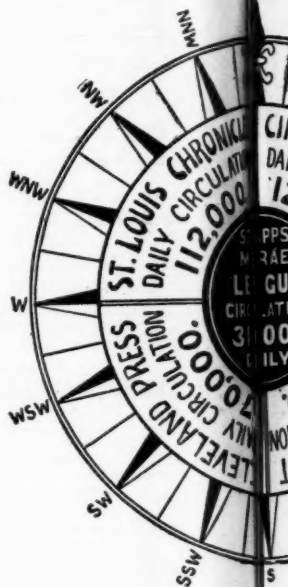
SAFE PORT

BY USING THE

SCRIPPS-McRAE LEAGUE

PAPERS AS A

COMPASS.



IT POINTS TO

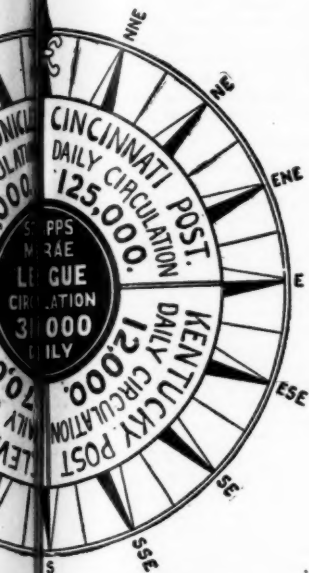
E. T. PE

Manager General Adverti

53 Tribune Building, New York.

SHIPWRECK

COMPASS.



TO SUCCESS.

T. PERRY,

General Advertising Department,

66 Hartford Building, Chicago.



CINCINNATI POST

125,000 Daily.

ST. LOUIS CHRONICLE

112,000 Daily.

CLEVELAND PRESS

70,000 Daily.

KENTUCKY POST

12,000 Daily.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

138 For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to January 1st, 1901 the end of the century.

139 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

140 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

141 If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

142 CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the full year 1896, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 138 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, FEBRUARY 19, 1896.

TO THE success of the New York *Journal* is attributed the reduction of the price of the New York *World* to one cent. Nothing succeeds like success!

THE circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.

If the Loud Bill now before Congress is passed and becomes a law, it will temporarily throw out of employment thousands of persons now employed in printing establishments, and will not decrease the Post-Office deficiency to the amount of a single cent. Under its provisions the Post-Office Department will find itself eventually compelled to carry at the pound rate everything that it carries at the pound rate now.

THE bill brought forward by Representative Loud, of California, to amend the postal laws relating to second-class mail matter would create an obnoxious, meddlesome postal censorship over newspaper, magazine and book publishers. It aims an uncalled-for and indefensible blow at the interests of the great reading public.—*N. Y. Herald.*

ADVERTISING economically does not mean spending as little money as possible, it means making the money one spends do the most effective work.

DURING the week ending Wednesday, Feb. 12, PRINTERS' INK's subscription list was lengthened by the addition of exactly eight hundred and fifty-six paid-in-advance subscribers.

WHEN PRINTERS' INK exhibited to Mr. Nichols, the New York agent of the Atlanta *Constitution*, the article that appeared in the issue of Feb. 12th, offering a hat to whoever would furnish a statement from the office of the *Constitution*, duly signed and dated, setting forth what their real circulation was, Mr. Nichols responded, with that firmness for which he is so well known: "It is your privilege to offer the hat, but the statement you will never get."

OF the fourteen papers that, previous to the last issue, had been detected in having imposed upon the American Newspaper Directory by sending in untruthful circulation reports, two have since changed hands, two others have changed name of publication and four have ceased publication. The new proprietor of the San Francisco *Call* makes no bones of asserting that the lying report of the circulation of that paper, sent in under the auspices of his dishonest predecessor, has lowered the market value of his paper more than a hundred thousand dollars.

CHAIRMAN LOUD, of the Post-Office Committee of the House of Representatives, says it is a most difficult and perplexing problem how properly to define what shall be second-class matter. He has been studying it for ten years, during a part of which time he was in the postal service. The Post-Office Department has been doing the same thing for twenty years and finds it just as difficult as Mr. Loud does. The simplest way to overcome the difficulty would be to charge a uniform rate per pound for all unsealed matter. What that rate shall be nobody cares very much. What business men do desire is that the law shall be plain, easily understood and apply to everybody alike, so that frequent trips to Washington and the bringing of influence to bear to obtain one's rights may become unnecessary.

"PUTNAM'S MONTHLY HISTORICAL MAGAZINE," published at Salem, Mass., as a historical and genealogical record, and claiming only an average circulation of 1,500 copies, makes its point very neatly in a card to advertisers, which reads:

It Pays to advertise, whether you have a patent medicine specialty or a cow to sell, but it would not pay to advertise either of these in *Putnam's*; but it does pay to advertise family and town histories, and like works, in *Putnam's*. It pays to advertise antique stuff, or any choice article in *Putnam's*. It pays to use a medium in which every recipient is interested, and in which the advertising pages are clean and pure, and so few that each page is more or less closely examined by each reader.

Few ad-smiths could have expressed the case so well.

In the issue of PRINTERS' INK for Feb. 5 a conversation was reported that had taken place between PRINTERS' INK and a New York representative of the Galveston (Texas) *News*, who asserted that the Galveston (Texas) *Tribune* is a pretty good paper, and has a greater circulation than the 800 copies credited to it by the American Newspaper Directory for 1895. He believed that it printed as many as 1,800 daily. Since that article appeared PRINTERS' INK has seen a statement of the actual issues of the Galveston *Tribune* for every day in the year 1895, and it is interesting to observe that on no single day in the whole year was its issue so small as 2,000 copies, while its actual average for the entire year was 3,110 copies. The Galveston *Tribune* is as good-looking a daily paper as any one would wish to see, and its appearance indicates that its circulation is honestly gained and is a paid circulation. Very few copies are wasted by distribution among people who don't care for them. Those who have opportunities for knowing believe that the regular average issue of the Galveston *News* is about 4,000 copies daily; but no one has ever been able to obtain even so much as an assertion to this effect from the office of the *News*. The Dallas *News* belongs to the same company, and is better situated for supplying subscribers in the interior of the State. Of the two papers, the Dallas *News* is undoubtedly the better property. When one considers the population of Galveston, and observes on the map the sort of country with which it is sur-

rounded (it is on an island having less than 6,000 families, and with no considerable town or any good soil within fifty miles of it), he will have no difficulty in understanding why a paper of such great reputation for enterprise and excellence as the Galveston *News* should hesitate about giving to the public any report of its actual issues from day to day, because they are certain to be less than the public would expect. It does not on that account follow, however, that the Galveston *News* is not worth to advertisers all that it costs, and it is the opinion of PRINTERS' INK that an investment by an advertiser in the Galveston *News* is as likely to afford a profit on its cost as a similar investment in any other paper printed south of Mason and Dixon's line.

THE contract for printing the legal advertisements of the city of St. Louis expired about the end of January, and about a month previous the Circuit Court Judges advertised for bids on the "legal ad contract." Under a new law of the State of Missouri, the bid of any manager who could not make affidavit that the circulation of his paper was over five per cent of the population of St. Louis would not be considered, and the judges also requested that the proposal be accompanied by a sworn statement of the actual circulation in the city of St. Louis, in the State of Missouri, and outside the State of Missouri. When the bids were opened, it was found that the St. Louis *Republic* was the only paper which had given a full and exhaustive statement. Some of the other papers refused to make statements, because such would reveal to their rivals their methods of circulation, and give away "business secrets." The *Republic* bid 48 cents, the *Chronicle* 45 cents, and the *Star* 34 cents per square of 250 agate ems. These refusals to convey the information requested evidently bothered the honorable judges, and they found themselves embarrassed by their own suggestions about circulation details, which all of the bidders but one emphatically refused to divulge. The *Republic* stood conspicuous as the only paper willing to go into court and make a full showing of all its circulation records. The publishers of the *Republic* say that they have no "business secrets" which they are afraid to disclose.

A NOVEL POSTAL QUERY.

Office of
 "THE LEIPSIK TRIBUNE."
 H. F. Wendell, Pub.
 LEIPSIK, Ohio, Feb. 4, 1896.

Editor of PRINTERS' INK:

DEAR SIR—We have the complete files of a city daily issued during the civil war. We want to re-issue this whole edition, weekly, combining three issues in one, making a regular weekly periodical. In what way could it be issued so as to get second-class mail matter (10c. per lb.)? Our idea is to have an exact copy made, having them photographed.

Again, can such an edition be copyrighted, in case that is not already done? You understand the papers are over 30 years old.

Will you let me hear from you? Stamp inclosed. Yours truly, H. F. WENDELL.

P. S.—Can good work be obtained from photographic plates on an ordinary cylinder press?

What Mr. Wendell ought to do, of course, is to address his inquiry to the Third Assistant Postmaster-General at Washington, whose duty it is to decide such matters, but perhaps Mr. Wendell has already ascertained by experience that the Acting Third Assistant Postmaster-General don't know any more about such questions than Mr. Wendell does himself, and that all he will do is to turn the case over to his assistant, Mr. Davis, and to Mr. Davis' assistant, Mr. Fountain, and Mr. Fountain's junior assistant, and that, after all of these have concocted a communication, which neither the Third Assistant Postmaster-General nor Mr. Wendell can make head or tail of, the Third Assistant Postmaster-General will attach his signature to it, and his three assistants will all attach their initials to the communication, and it will be finally sent to Mr. Wendell, who will then be just as well off and just as wise as he was before he started the inquiry, and no better. There is, however, in Washington one man who is rather capable of answering such questions. He is a lawyer, and if Mr. Wendell consults him he must pay him a fee. His name is Mr. R. W. Haynes. He used to be assistant to the Assistant U. S. District Attorney, assigned to duty at the Post-Office Department, and in old times was very ingenious in getting publishers into trouble. It is consequently not to be wondered at that, since he reformed, he has developed considerable capacity for helping them out of their difficulties. PRINTERS' INK recommends Mr. Wendell to address Mr. Haynes, and put a five-dollar bill in his letter.

To the inquiry—"Can good work be obtained from photographic plates

on an ordinary cylinder press?"—PRINTERS' INK is glad to be able to inform Mr. Wendell that it can.

QUANTITY AND QUALITY.

A COMPLETE COPY IS SIMPLY A COPY THAT IS COMPLETE OR ENTIRE.

Office of the
 "SANDY HILL HERALD."
 Established 1823,
 JOHN DWYER, Proprietor.
 SANDY HILL, N. Y., Feb. 1, 1896.

Editor of PRINTERS' INK:

In raising our report of circulation for 1895 for the American Newspaper Directory, ought we to make a note of our supplements? Some weeks we had two extra and some four extra pages, in addition to our regular eight pages.

We have a correct memo. of every week.

JOHN DWYER.

Does the Directory give no special credit for a paid-up circulation like ours?

FEBRUARY 4, 1896.

Upon presenting this case to the editor of the Directory, that eminent person said:

"A statement upon which a circulation rating for a paper in the American Newspaper Directory shall be based must tell the number of complete copies printed for each and every issue. Doubtless Mr. Dwyer knows what constitutes a complete copy. It makes no difference whether he prints four pages or forty, it takes all the pages to make one complete copy."

On the point of the quality of Mr. Dwyer's circulation, the editor of the Directory said that it would be Mr. Dwyer's privilege to "say as much as he likes on that subject in a pearl notice at ten cents a word."

THE SAME CONCLUSION REACHED BY DIFFERENT PATHS.

The New York agent of a Baltimore paper writes as follows:

NEW YORK, Feb. 11, 1896.

Referring to the circulation ratings, I beg to call your attention to the absurd rating given the Baltimore *News* in the last issue of the American Newspaper Directory.

The *News* is not as yet prepared to make a sworn statement of circulation, owing to the rapidity with which the same is climbing up.

The facts of the case can be easily borne out by a little investigation, and I therefore think that they should be properly classified in the absence of a definite statement.

Yours truly, HENRY BRIGHT.

The editor of the Directory says concerning this: "I suspect that the rating accorded the *News* is not, in fact, absurd, but probably about right. No sworn statement is wanted from the *News*, only the facts, signed with a pen.

"In answer to Mr. Bright's idea that

a little investigation will bring out the facts, I would say that I have made the former and have probably brought out the latter. To his suggestion that the *News* should be properly classified, I reply that I think so, too, and rather guess that it is."

A DESIRE FOR THE LEGITIMATE.

In Saginaw, Michigan, a monthly magazine is contemplated called *Womanwealth*. In matter of price it beats *Munsey's* all to pieces, for *Womanwealth* will be sold for 1 cent a number or 12 cents a year. Its methods of obtaining advertising are as original as its subscription price is low. The following is a proposal made by the *Womanwealth* Publishing Co. to an advertiser, together with the advertiser's comment thereon:

THE PROPOSAL.

SAGINAW, Mich., Feb. 1, 1896.

DEAR SIR—We are about to commence the publication of a monthly magazine at a price (12 cents a year) that cannot help but give it an enormous circulation. Its pages are to be about the size of *Munsey's* and other magazines, and it is to be devoted exclusively to women and the household.

In starting out we would like to make, at least, a prosperous appearance. In order to do this we will need several pages of advertisements. We would especially like to have your ad in the first numbers of this magazine, and do not care anything about the price. It is not the money we want, but the prestige of having your ad, which could not help but prove beneficial to us as a magnet to draw others to advertise.

In order that we may be sure of having your ad appear in our pages, we make you the following proposition. We will give you any size space you may desire for a period of one year, at any price you may name, no matter how small the price may be.

Our reason for making this seemingly ridiculous offer is for our own mutual satisfaction—that we can truthfully say that all our advertising is legitimate, and not as others before us have done, putting in their first numbers "ads" for "filling up" and drawing purposes for which they receive no pay.

Hoping you will see where this magazine will be able to do you some good, we inclose a blank form of order, which please fill out and return to us, with copy of advertisement. Very respectfully,

WOMANWEALTH PUBLISHING CO.

THE ADVERTISER'S COMMENT.

February 7, 1896.

Truthful James has certainly broke jail.

In other words, "Help us to deceive the advertisers of the country and hold them up. We divide the swag, you get free advertising and we rifle their pockets."

From our point of view the man who by devious manipulations conveys a false impression wilfully and for a purpose, is identical with the one who states his falsehoods in direct language.

AN ADVERTISER.

BOTH WERE WRONG AND ONE WAS FOOLISH.

The *Plattsmouth Daily Journal*, published by Kirkham, Benfer & Wise, of Plattsmouth, Neb., furnishes PRINTERS' INK with a lot of correspondence which, in the opinion of the publishers of the *Journal*, places the advertising agency of Nelson Chesman & Co. in an unenviable light.

It appears that the *Journal* understood the Chesman people to offer to pay them a hundred pound of news ink (worth \$5) for publishing an 18-line advertisement to appear 312 times in their daily paper. The correspondence, as received from the *Journal*, was turned over to an advertising expert who, after looking it all over, reports as follows:

Exhibit A shows that Chesman & Co. made an offer for a particular advertisement, copy of which was inclosed, and stated that payment in printing ink would be made on demand after first insertion.

Exhibit D shows that the *Journal* accepted the Chesman proposal.

Exhibit E indicates that the Chesman people may have known that the *Journal* had commenced the insertion of the advertisement.

Exhibit F shows that Chesman was in doubt whether or not the advertisement had been inserted.

Exhibit G indicates that the Chesman people made the offer before they had received any order to insert and that it was really a tentative or fishing proposal issued for the purpose of finding out what rate they would be obliged to pay the paper provided they should finally obtain the contract. They say in Exhibit G that "The advertisers are not ready to place the business."

The conclusion arrived at by the expert was that the paper was justified in commencing the work, but that upon receipt of Exhibit G from the Chesman people it should have accepted the explanation and set the advertisement aside.

The expert says that the Chesman people exhibited bad business management and asserts that the paper exhibited still worse management in accepting reading matter, occupying 18 lines of space, to appear a whole year, for a small quantity of news ink, when, for \$5 forwarded to P. I. Jonson, at No. 8 Spruce St., he could get an equal quantity of the goods and of a better quality.

The final conclusions arrived at were these: First, the advertising agent should be careful how he words his proposals. Second, no newspaper man should accept a proposal until he has read it. Third, when a newspaper

man does get caught, as in this case, he should hide his blushes and refrain from letting anybody know how foolish he has been.

HE SHOULD ADVERTISE IN PRINTERS' INK.

Bert M. Moses, an ad-expert, sends the following letter for publication in PRINTERS' INK. It does possess a certain sort of interest:

ROCKVILLE, R. I., Feb. 8, 1896.

I would like to get a job for the coming season at driving an advertising wagon or going on one for some large firm, or work for them at advertising in some way. I am in the country and am not acquainted with the large firms. Will you please tell me what, in your candid opinion, is the very best course to pursue to get work of that kind. Probably should not work but five days a week, as I keep Saturday instead of Sunday. Should not expect large wages. Want to get the job with the least possible outlay, as I have not much money. Would you kindly give me a list of firms to whom I might apply. If you could not get the place personally, would booklets be any good to send out in trying to get work? Don't say yes unless you really think so, for remember the money question; but, if you do think so, how cheaply could you help me out in writing a small booklet? Nothing high-toned, you know, but words that will strike a man in the place where he knows he wants a young man of my age (26) to work for him. Please don't put on a city price, but help the poor for once. May be that is not the best way. I ask your advice and help.

WALTER L. BURDICK.

NET CIRCULATION.

In obtaining statements from publishers upon which he may base a circulation rating, the editor of the American Newspaper Directory asks for information concerning the number of complete copies printed. When he knows how many copies are printed he doesn't particularly care to know any more. Many persons believe, however, that the editor of the Directory is wrong in this, and among them is Col. Charles A. Knapp, general manager of the St. Louis *Republic*, who says that this form is not a correct showing of circulation in any sense, and that copies spoiled in printing, left over, unsold or reserved for filing should always be deducted from the total, and in this way a statement arrived at of the net number distributed. At the same time Col. Knapp is naturally very unwilling that the *Republic's* net figures should be put in comparison with the gross figures of other competing newspapers, unless there is an explanation made that one is net and the other gross, and an explanation of how the

difference between these two forms of statements may be arrived at.

Mr. S. H. Kauffmann, president of the Washington Evening Star Newspaper Co., is in perfect accord with the views maintained by Col. Knapp. Mr. Kauffmann says that the *Star's* statements as to circulation, published in the *Star* each week, are based not on the number of copies printed, but upon the number of copies actually circulated. And he is quite sure that the *Star's* reports for the American Newspaper Directory have always been made (and so explicitly stated) on the same net basis. Mr. Kauffmann further says that he has always thought that the *Star* was placed in a false position by the comparison with the returns of other papers as published in the Directory, and he now believes that if circulation statements made for the Directory were worded as clearly and definitely as those furnished by the *Star*, it would be impossible for any intelligent person to misunderstand them.

When PRINTERS' INK presented these two opinions for the consideration of the editor of the American Newspaper Directory, he had to listen to a short sermon, of which the substance was as follows:

"The hand-press was the original printing machine. The first American newspapers were printed on the hand-press. When the editor was asked how many copies he printed, he was in the habit of saying we 'wet down' so many quires, and that answer was sufficiently definite. How many quires were 'wet down' the editor knew, but he could not know whether every copy issued went into the hands of a reader or not. If the advertiser knows how many quires are 'wet down' every day for every paper, he will be competent to form his own opinion as to what becomes of the printed sheets. Furthermore," said the editor of the Directory, "I am not at present able to learn how many papers are printed in half the newspaper offices, and I am pretty certain that not one daily in ten is able to report its net sales with exactness."

AUDACITY.

An eminent man of letters was once asked what trait of character was most essential to business success. "Audacity," was the laconic answer. This is exactly to the point, for nowhere can success be achieved unless endeavor is backed by a bold, resolute spirit. Too many men, however, confound boldness and resoluteness with impudence, and thus make themselves offensive to right-minded people.—*American Stationer*.

IN SPANISH AMERICA.

Mr. Williams, the advertising manager of Lanman & Kemp, the Florida Water people, said that his firm had advertised somewhat extensively in Spanish America, but, like the others seen, what they knew on the subject had cost them some time and trouble, and he did not feel justified in giving information gratis to others. However, he referred the writer to Mr. Horatio Camps, of 114 Nassau Street, N. Y. City, who, it is understood, places the advertising of Florida Water in Spanish-American countries.

Mr. Camps, when seen, said that he had been in business for some twenty-one years, as representative of the leading papers and periodicals published in Spanish America. He had never advertised his business, which probably accounts for his not being widely known. He gave the writer the following list of papers which, he said, were the leading ones in the countries named, and which he represents:

CUBA.

| | |
|-----------------------------------|-------------|
| Havana, Diario de la Marina.... | 15,000 d. |
| Havana, El Pais..... | 9,000 d. |
| Havana, La Union Constitucion'l | 8,000 d. |
| Havana, La Lucha..... | 9,000 d. |
| Havana, La Moda Cubana..... | 7,000 m. |
| Havana, La Revista Cubana..... | 3,000 m. |
| Matanzas, La Aurora..... | 6,000 d. |
| Matanzas, El Correo..... | 4,000 d. |
| Cienfuegos, El Dia..... | 2,500 d. |
| Cardenas, Diario de Cardenas... | 3,000 d. |
| Cardenas, La Cronica Liberal... | 3,000 d. |
| Sagua, El Comercio..... | 2,500 d. |
| Sagua, El Promotor..... | 2,500 d. |
| Santiago, La Patria..... | 4,000 d. |
| Santiago, La Bandera Espanola... | 5,000 d. |
| Santiago, El Triunfo..... | 4,000 d. |
| Trinidad, Diario de Trinidad.... | 2,500 d. |
| Guantanamo, Diario del Comercio | 2,500 d. |
| Remedios, El Criterio Popular... | 3,000 d. |
| Pto. Principe, El Pueblo..... | 3,500 d. |
| Manzanillo, La Union..... | 2,000 s. w. |
| Manzanillo, El Liberal..... | 2,000 s. w. |
| Sti-Spiritus, El Espirituano..... | 1,500 s. w. |
| Sta. Clara, La Revista..... | 2,100 w. |

PUERTO RICO.

| | |
|--------------------------------|-----------|
| San Juan, La Correspondencia.. | 7,000 d. |
| San Juan, El Buscapie..... | 15,000 w. |

MEXICO.

| | |
|----------------------------------|-------------|
| Mexico, La Voz de Mexico..... | 9,000 d. |
| Mexico, El Nacional..... | 6,000 d. |
| Mexico, El Universal..... | 8,000 d. |
| Mexico, El Siglo XIX..... | 5,000 d. |
| Mexico, Diario del Hogar..... | 7,000 d. |
| Mexico, La Patria..... | 5,000 d. |
| Mexico, El Partido Liberal..... | 2,000 d. |
| Mexico, El Tiempo..... | 6,000 d. |
| Merida, La Revista de Merida... | 4,000 t. w. |
| Merida, El Eco del Comercio.... | 2,500 w. |
| Monterrey, La Defensa..... | 3,000 d. |
| Zacatecas, La Rosa del Tepeyac | 2,000 w. |
| Guadalajara, Diario de Jalisco.. | 5,000 d. |
| Guadalajara, El Continental.... | 1,500 w. |
| Veracruz, El Eco del Comercio.. | 4,000 d. |

| | |
|----------------------------------|----------|
| Veracruz, Diario Comercial.... | 3,000 d. |
| Mazatlan, El Correo..... | 1,500 d. |
| Mazatlan, El Pacifico..... | 2,000 w. |
| Alvarado, El Defensor del Pueblo | 1,000 w. |
| San Luis, El Estandarte..... | 2,000 d. |

VENEZUELA.

| | |
|----------------------------------|-----------|
| Caracas, El Tiempo..... | 10,000 d. |
| Caracas, El Siglo..... | 5,000 d. |
| La Guaira, Diario de la Guaira.. | 7,000 d. |
| Maracaibo, El Fonografo..... | 3,000 d. |

COLOMBIA.

| | |
|--------------------------------|--------------|
| Bogota, El Correo Nacional.... | 10,000 d. |
| Bogota, El Heraldo..... | 5,000 s. w. |
| Bogota, El Telegrama..... | 6,000 d. |
| Bogota, El Relator..... | 4,000 d. |
| Bogota, El Orden..... | 4,000 w. |
| Bogota, Diario de Cundinamarca | 2,000 s. w. |
| Barranquilla, El Comercio..... | 2,000 d. |
| Barranquilla, El Promotor..... | 4,000 w. |
| Cartagena, El Porvenir..... | 12,000 t. w. |
| Panama, El Mercurio..... | 5,000 t. w. |
| Panama, El Cronista..... | 4,000 w. |

ECUADOR.

| | |
|---------------------------|----------|
| Guayaquil, La Nacion..... | 5,000 d. |
| Guayaquil, El Tiempo..... | 3,000 d. |
| Guayaquil, Los Andes..... | 3,000 d. |

GUATEMALA.

| | |
|----------------------------------|-------------|
| Guatemala, Diario de C. America. | 8,000 d. |
| Quezaltenango, El Bien Publico.. | 6,000 t. w. |

COSTA RICA.

| | |
|--------------------------------|----------|
| San Jose, La Prensa Libre..... | 5,000 d. |
| San Jose, El Heraldo..... | 4,000 d. |
| San Jose, La Republica..... | 4,000 d. |

HONDURAS.

| | |
|----------------------------------|----------|
| Tegucigalpa, Diario de Hond'r's. | 4,000 d. |
|----------------------------------|----------|

NICARAGUA.

| | |
|---------------------------|----------|
| Managua, El Porvenir..... | 5,000 d. |
|---------------------------|----------|

PERU.

| | |
|--------------------------------|-----------|
| Lima, El Comercio..... | 12,000 d. |
| Lima, El Nacional..... | 10,000 d. |
| Lima, El Bien Publico..... | 7,000 d. |
| Lima, La Opinion Nacional..... | 4,000 d. |
| Callao, El Callao..... | 6,000 d. |
| Callao, El Porvenir..... | 5,000 d. |
| Arequipa, La Revista..... | 4,000 d. |
| Arequipa, La Bolsa..... | 2,000 d. |

BOLIVIA.

| | |
|-----------------------------|-------------|
| La Paz, El Nacional..... | 5,000 d. |
| La Paz, El Comercio..... | 5,000 d. |
| La Paz, El Imparcial..... | 4,000 d. |
| Cochabamba, El Heraldo..... | 2,000 t. w. |
| Sucre, El Dia..... | 2,000 d. |

CHILE.

| | |
|-------------------------------|-----------|
| Valparaiso, El Mercurio..... | 15,000 d. |
| Valparaiso, La patria..... | 10,000 d. |
| Valparaiso, El Heraldo..... | 10,000 d. |
| Santiago, La Libertad..... | 20,000 d. |
| Santiago, El Ferrocarril..... | 10,000 d. |
| Santiago, El Nacional..... | 9,000 d. |
| Iquique, La Patria..... | 10,000 d. |
| Iquique, El Nacional..... | 2,000 d. |
| Tacna, El Tacora..... | 2,000 d. |

The circulations given are those claimed by the various papers. Mr. Camps said that about 25 per cent could be safely deducted from each, and the truth would then be stated.

Mr. Camps says he places mainly patent medicine and machinery advertisements, though he does not hesitate

about accepting others. Inquiry developed the fact that advertising rates were lower than those of our domestic papers. For instance, *La Vos de Mexico*, of Mexico City, charges only about three cents per line for 9,000 circulation, and others in proportion.

Lately the revolution in Cuba has sadly interfered with the newspapers of the island, but everybody seems to hope that peace will come along in a few months, when, Mr. Camps says, he expects a spurt of business. He says the papers he represents are read by the people, and are consequently good media for reaching the consumer direct.

Mr. Camps called attention to a letter from Andreas & Co., which appeared in PRINTERS' INK of February 12th, in which the statement was made that, after Spanish-American papers had drawn their pay quarterly in advance, they did not seem to care much whether the advertisements were inserted or not, and did not even send copies of the paper containing the advertisements to the advertiser. Mr. Camps said that he had his papers trained up to the point where they understood that the advertiser was entitled to some consideration. He said that every advertiser was allowed the use of one of his files, of which he has four of each paper, either at the office of the advertiser, or at his (Mr. Camp's) office, in order to check off insertions. He said that firms placing their business in the papers represented by him could rest assured of fair and equitable treatment in this regard.

THE DRUMMER AS HE IS.

To the careless observer the drummer is a happy-go-lucky fellow with a good salary, fine clothes, a liberal supply of money for expenses, a large acquaintance among good people, and an ever-ready smile and joke for everybody. To outsiders he presents a jolly picture of unalloyed pleasure, an object of general envy to the unsuccessful. But let us look behind the curtain. The traveling man is employed expressly to sell goods, and is expected to earn a good profit for his house above all expenses. He is almost certain to lose his position if he cannot. He must watch the markets closely and possess a fund of timely information on all matters connected with his business. He must be a good judge of human nature—one who can learn the character of his customers. The drummer sacrifices his meals to catch a train. He arises at daylight and travels all night. He lays the foundation for rheumatism, cultivates dyspepsia, robs himself of a home, and is engaged in a ceaseless, tireless struggle for trade. He has to hustle and push in order to sell his goods. He must be polite, educated and a gentleman.—*Keystone.*

SECOND-CLASS POSTAGE.

NO REASON WHY THE GOVERNMENT SHOULD LOSE \$2,000,000 A YEAR CARRYING MAIL FOR PUBLISHERS AT LESS THAN COST.

[By Telegraph to the New York Tribune].

WASHINGTON Feb. 9.—In conversation with a *Tribune* correspondent recently on the subject of second-class mail matter and the rate of postage thereon, Chairman Loud, of the Post-Office Committee of the House of Representatives, vigorously defended the bill to amend the law relating thereto, of which he is the author and which was favorably reported to the House from his committee. Among other things he said: "It is very evident that something must and will be done to correct the abuses which are constantly and rapidly increasing in that branch of the postal service and which have already reached enormous proportions. In 1887 the total was 120,000,000 pounds, and in 1895 it was 265,000,000 pounds, an increase of more than 120 per cent in eight years, or at the rate of 15 per cent per year. Under the construction given to the law enormous quantities of matter have been admitted and carried as second-class matter which it was not the intent of the framers of the law to have so admitted and carried. Nearly everything can be printed so as to be admitted to the mails as second-class matter and carried at the pound rate of postage.

"It has been held by the Attorney-General that the law admits of a certain construction, and under that construction abuses have multiplied. The object I have in view is to correct those abuses, and at the same time do the least amount of injury possible to publishers who do not abuse their privileges. Now, take this matter of 'sample copies.' It may seem to be a hardship to deprive an old, well-established and widely circulated newspaper of the privilege of sending sample copies at the pound rate, and yet when you take into consideration the fact that a publication devoted to some specialty—and advertising is usually the chief specialty—with a regular bona fide subscription list calling for 300 or 400 copies a week, may print an edition of 10,000, 50,000 or 100,000 copies or more (if advertisers pay for them), and send them through the mails as 'sample copies' at the pound rate, the abuse of the privilege is self-evident.

"Now, the latter publication is entitled to the pound rate of postage, because it is matter of the second class, just as the *Tribune* is, and Congress could not very well frame and pass a law to exclude from the second-class the sample copies of one and not exclude those of the other. How properly to define what shall be second-class matter is a most difficult and perplexing problem. I have been studying it for ten years, during a part of which time I was in the postal service."

Mr. Loud has introduced another bill to reduce the cost of transportation for the Post-Office Department. It appears that all supplies for post-offices, including even carpets, furniture, etc., are transported as mail matter. The shipments of this sort amount to hundreds of tons in the course of a year.

A SACRILEGIOUS CONUNDRUM.

Why is the New York *World* like St. John the Baptist?

St. John was one sent by ———.

Those who make use of printers' ink
Into obscurity never sink.

ONE-CENT JOURNALISM IN CHICAGO.

Half a dozen years ago a Chicago man of modest means regarded a daily morning newspaper as a luxury, and felt that he could scarcely afford to take one. The cost, including the Sunday edition, was 35 cents a week, or about \$18 a year. Even the week-day issues of the *Tribune*, *Inter-Ocean* and *Times* cost five cents per copy. The *Morning News* was the pioneer of what was known as "two-cent papers," with the *Herald* following. To-day one may take regularly every morning paper published in the English language in this city at the cost of 35 cents per week.

The *Herald* and *News* made rapid strides in the direction of popularity, pressing closely upon the *Daily News*—the evening edition of the *Morning News*—which was the first paper to be sold on Chicago's streets for one cent a copy. The growth of the evening one-cent paper had been marvelous after the first year of its existence. Little, if any, money was made out of the venture at first, and one of the paper's founders, the late William Dougherty, became discouraged and sold his one-third interest to Victor F. Lawson for \$500. About ten years later Lawson bought out his other partner, Melville E. Stone, paying him something like \$350,000 for his one-third. Lawson thus became sole owner of a paper that had in its evening edition a veritable gold mine. It was profitable enough to support and maintain the morning edition, which was for many years a losing venture, the *Herald* proving too powerful a rival; and it is perhaps the best newspaper property in Chicago to-day.

The two-cent journals made inroads upon the circulation of the "blanket sheets," as they contemptuously called their five-cent rivals, and the publishers of the big dailies became alarmed. Joseph Medill was the first to act when he saw that he must make a virtue of necessity, and one morning he sent cold chills up and down the spinal columns of Editor Nixon and his other rivals by reducing the price of the *Tribune* to three cents. Mr. Nixon hated to follow suit, as the *Inter-Ocean* was a weak vessel, anyhow; but he had to do it. As for the *Times*, it cut little or no figure. The once great journal, which, under Wilbur F. Sto-

rey's able direction, had been a potent factor for good and evil, was practically dead; for when Storey died, all that was powerful in the *Times* died also.

Then came the cut to two cents, which was inaugurated by the *Tribune*, and speedily followed by the others. The *Times* soon became the property of the late Carter H. Harrison, for many years Chicago's "best" mayor, and he cut the price to one cent, without creating much of a disturbance in the ranks of the other morning papers, as the *Times* had but little circulation or influence. In the meantime the morning edition of Mr. Lawson's publication, which had changed its name twice—first calling itself the *News Record* and then the *Record*—had reduced its price to one cent; and while it never was regarded as much of a newspaper, its cheapness recommended it to many, and its circulation increased in a gratifying manner. In bidding for advertising patronage, the *Record* had a powerful ally in the *News*, for Mr. Lawson encouraged advertisers to use the columns of both publications by cutting rates. To explain: If one took an advertisement to the evening paper he or she was asked, "Do you want it to run all day?"

"How much extra will it cost to put it in the *Record*?"

"Well, we give you a rebate check, allowing you to place the ad in the *Record* at 40 per cent less than it would cost if you took it to that paper alone."

The result was naturally beneficial to the morning paper, and its revenues were materially increased.

Last spring the *Herald* absorbed by purchase the consumptive old *Times*, and a political rival was thus taken out of the field. The *Times-Herald* was the only Democratic daily in Chicago, and for a time all was peace. A quasi trust called the Newspaper Publishers' Association had been formed, and news-gathering had been cheapened by the establishment, under the direction of the association, of a local bureau, which furnished, and still furnishes, most of the city news, departmental and other kinds, in manifold, to each of the papers. Reporters' salaries were cut to the lowest notch, expenses were reduced wherever a reduction could be made, and the only competition between the rival morning dailies was shown in the business office. The paper which could get the best advertising men and

make the strongest affidavit as to circulation got the best patronage and ranked as the "leading paper."

Another change came about last spring, shortly after the consolidation of the *Times* and *Herald*. James W. Scott, who had purchased the *Herald*, and was the owner of that paper and the *Times*, died suddenly in New York. His pride in life—the paper he had built up from a mere journalistic nonentity—passed into the hands of H. H. Kohlsaatt, and its politics changed from Democratic to "Independent" Republican—i. e., McKinleyism. This left the city of Chicago without a single Democratic daily. The field was a magnificent one, and the *Chronicle* was born one day last May. Its progenitors were H. W. Seymour and Martin J. Russell, dyed-in-the-wool "Old Hickory" Jackson Democrats, and better still, without peers in the West as newspaper men. The *Chronicle* was a lusty infant; it had ample money backing, it was ably edited, gave full news reports, both local and telegraphic, and its price was one cent. In it the other morning papers saw a formidable rival, and it caused no little consternation among them by taking from them their subscribers in goodly numbers. In six months its circulation had reached 100,000 a day. Whether, even with this circulation, it has got upon a paying basis nobody but the owners know; but at any rate it has made a stir.

Mr. Medill was the first to see that to complete successfully with his new rival he must again slash prices, so a month ago the *Tribune* again startled the town by announcing that thereafter it would be sold at one cent per copy. There was a big rush at the new rate, and the publishers claimed the paper gained in twenty-four hours over 26,000 new subscribers. The *Times-Herald* and *Inter-Ocean* followed the next day with similar cuts, and now there is no morning paper in Chicago at a higher price than one cent.—*N. Y. Sun*.

IN ROME.

It was in the Coliseum.

"Pardon me."

Seneca leaned forward and touched one of Agrippina's ladies-in-waiting on the shoulder.

"Pardon me, but would you mind taking down your colfure, so that I can see the arena? I am particularly interested in today's massacre."

Her only reply was a swift glance of patrician scorn, for she knew he had come in on a press ticket.—*Truth*.

A WATERLOO DEFEAT.

According to the *Week's Review*, of Waterloo, Iowa, the merchants of that town have been hardly treated by the Chicago *Journal*. It seems that a *Journal* man came to "write-up" Waterloo, with special reference to its manufactures. The article was to be well illustrated, and merchants were urged to advertise in this issue of the *Journal*. Many of them did so, as the rate charged seemed modest for such service as the *Journal* man promised to render. In due time copies of the *Journal* came to hand, with the write-up and the advertisements printed in good style. But, alas and alack! A Waterloo merchant is quoted by the *Review* as follows:

"I was proud of my advertisement and showed it to a number of customers who came in. A day or two after I was writing to an out-of-town friend, who I happened to know was a subscriber to the *Journal*. I called his attention to the article, giving him the date of the paper. A few days later he answered my letter, and incidentally remarked that he had looked the paper over and could not find the article I mentioned. I could not understand this, but sent him one of the extra copies of the *Journal* that I had purchased. In turn he sent me his copy of the same date. The Waterloo write-up wasn't in it. The page or more of space devoted to Waterloo and its advantages, in the copy I had received, was devoted to the general news of the day in my friend's copy.

"It did not take me long to figure out the meaning of this. It meant that I had been buncoed. It was clearly apparent that the matter we had paid our good money for, on the strength of the wide circulation it was to get, had simply been inserted in a few copies sent to Waterloo and left out of the regular edition of the paper.

"One of the good resolves that I have made to commence the new year with is not to pay out a cent on any advertising proposition outside of Waterloo. You can wager that I will keep it, too.—*National Advertiser*."

FOUR PATHETIC PAGES.

A late number of the *Pall Mall Magazine* contains almost four pages of advertisements appealing for charity. Hospitals, orphan asylums, refuges and infirmaries represent that they are in urgent need of money to carry on their humane work. The Ragged School Union pleads for funds "to infuse a little joy into the thousands of sunless lives in the slums of London." The City of London Truss Society, for the relief of the ruptured, has for its patron H. R. H. the Prince of Wales, K. G. How much that great man contributes, besides the use of his royal name, does not appear. The Royal Sea Bathing Infirmary for Scrofula is under the patronage of the Queen. A curious form of benevolence is the Irish Distressed Ladies' Fund, the advertisement of which contains this: "The committee appeal for funds for the relief of ladies who depend for their support on the proceeds of Irish property, but who, owing to the depreciation in the value of land and the non-receipt of their rents, have been reduced to absolute poverty." This is almost funny, but there is no relief to the sadness of the advertisement of the Sons of the Clergy Corporation which invites liberal donations to relieve the poorer clergy, "many of whom are at the present time suffering great hardships from inadequacy of income."

"THE proof of the ad is in its profits."



Footman.—Mr. Tottle and Mrs. Tottle, too.—*Phil May.*

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS {2,600 D. & S.
8,000 Weekly.

ILLUSTRATIONS—New, original, attractive, catchy, make your ads pay. I make them to suit any business. Stamp for my circular and price list. H. WOODWARD ROGERS, 24 W. 23d St., N. Y.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** weekly guaranteed.

4 YEARS OLD. **8 THOUSAND CIRCULATION.**

THE RECORD OF
BRIDGEPORT'S ONLY MORNING PAPER,
THE MORNING UNION.
BRIDGEPORT, CONN.

RATES ARE LOW..

A SPECIALIST'S SAY—

that of a good one—always deserves attention. It's always worth what he asks for it—often, more. I am a specialist in advertisement advice and writing. Am beginning to make a success at it. Probably you will benefit yourself by writing me.

Frank B. Bagley, box 91, Phila



Good ads, like good eggs, may be spoiled in the setting. If you wish your ads put in type in a manner to command attention send them to me. Electrotypes furnished.

Wm. Johnston, Manager Printers' Ink Press,
10 Spruce St., New York.

It Leads Them All...

"The Daily Republican's" Circulation is from Four to Five Hundred Copies more per day than any other Daily Paper published in Bucks County, Pa.

The publishers of Rowell's "American Newspaper Directory," in sending out the Directory for this year, say of THE DAILY REPUBLICAN, that it has

"A Higher Rating than any other Daily Published in the County."

The medium for Advertisers, sure. Weekly edition issued in connection with the Daily. For rates, address

REPUBLICAN PRINTING CO.,
DOYLESTOWN, PA.

MAIL TOPENA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address H. Frank Winchester, 10 Spruce St., New York, Eastern Agent, or C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

We advertise for advertisers because we know our advertising pays advertisers who advertise in our advertising columns.

Results! Success for the advertiser. Permanent patronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.

Advertising 60c. per line.

No discount for time nor space. Published monthly.

A GENERAL TONIC.



A well-known lady writes: "I have had frequent attacks of bronchitis, and have been at times quite unable to leave the house. During the present season I have, almost every evening, taken a Ripans Tabule and have been greatly benefited; have had less soreness of my throat, very little coughing, and have been in better health generally, than in several years. The Tabules act as a general tonic."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to the Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

It's a Business Bringer.

The reason it pays to advertise in

**THE
Kansas City
WORLD**

is because THE WORLD brings results. It carries more local advertising than any other Kansas City publication—a sure indication of its worth.

**Circulation, 29,000 DAILY,
32,000 SUNDAY.**

If you put it in The World it wins.

THE WORLD,
Kansas City, Mo.
L. V. ASHBAUGH, Manager.

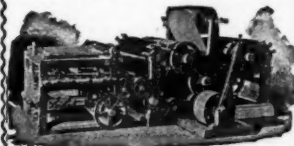
Chamber Commerce, Tribune Building,
CHICAGO. NEW YORK.

A. FRANK RICHARDSON,
Special Representative.

THE

**“New Model”
WEB**

*does not cost a fortune
either to buy or to operate.*



*Well printed papers speedily
produced at the expense of
little time and labor.*

Campbell Printing Press & Mfg. Co.,
6 Madison Ave., New York.
334 Dearborn St., Chicago.

The Denver Evening

**The
Denver
Evening**

•POST•

**The
Denver
Evening**

**“Those who read the Post
Always know the most.”**

REPRESENTATIVES

W. H. KIMMELMAN,
38 & 39 TIMES BUILDING,
NEW YORK.

OR

FRANK TAMMEN,
319 DEARBORN STREET,
CHICAGO, ILL.

"Self Culture" Magazine

CHICAGO, ILL.

Advertisement.—The Werner Company, 160-174 Adams street, publishes "Self Culture" for and in the interest of the 600,000 owners of the Encyclopedia Britannica in the United States. It is a 96 page magazine of knowledge, has sometimes been called a "living supplement to Britannica," and has a field distinctly its own. The publishers guarantee a circulation of 70,000 monthly and in 1897 will furnish the American Newspaper Directory a sworn statement of its circulation. Advertisers get excellent results from a representation in the columns of the magazine. Our motto: "If we can't do you good we don't want your money." If you wish to reach over 70,000 men and women with more than the average amount of brains, or desire to read a high-class publication, send us your address.

We Reach the People

And We Know It.

IF IT IS **Dayton, O.,** PEOPLE

you want to talk to, do
it through the

..PRESS..

All business done from Dayton office. We are in the field for business. Write us.

L. V. ARMSTRONG,
Manager.

**Never
in a city
of the size of
Peoria...**



*has a one-cent paper achieved
so great a success as has :*

THE EVENING TIMES.

*It already has a larger circulation
in the city of Peoria than has any
other evening paper published
there, and still grows. Rates
firm but not high : : : : :*

PHILIP RITTER,

Eastern Representative,
150 Nassau St., New York.

THE TRANSCRIPT CO.,

Peoria, Ill.

We Are Not Crying

Because there is much territory not covered by TEXAS FARM AND RANCH,

But We Are Rejoicing

over the fact that the many customers who use our advertising columns

Year In and Year Out

have long since learned that TEXAS FARM AND RANCH covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH DALLAS, TEXAS.

New York Office, Chicago Office,
47 Times Bldg. Marquette Bldg.

FRANK FORD & SON,
PROPRIETORS.

Office of
Sunnyside Seed Farm and Nursery.

RAVENNA, Portage Co., O., Dec. 30, 1895.

TO THE

NATIONAL TRIBUNE.

WASHINGTON, D. C.

Dear Sir—We are in receipt of the Calendar you have sent, for which accept our thanks. Through our agent you will have our advertising as usual, which means that we consider the **National Tribune** one of the best mediums, as we scaled down our list to the cream this year. Very truly yours,

FRANK FORD & SON.

....The Truth Is Not Believed....

when told by a chronic liar



But When It's Told

by one who has a reputation for truth-telling it goes for candid fact every time.

The Brooklyn Standard Union

has carved a reputation for veracity in the hearts of Brooklyn's best people; therefore when your advertisement appears in its columns you'll get good results—no two ways about it.

The safest and cleanest paper a man can leave at his fireside

LABOR=SAVING ADVERTISING.

It wouldn't be fair to say the Chicago Newspaper Union lists constitute a medium by which the advertiser can reach *every* individual in the West. We don't pretend to say that.

All we claim is that—

(1) There are 1,450 separate and distinct newspapers on our lists.

(2) More than half these papers are the only publications in the towns where issued.

(3) Our list comprises one-third of all the papers published in the Middle West.

(4) An advertiser can print his ad in this third by simply writing one letter, sending one check, and furnishing one electrotpe.

He may, perhaps, want to reach the other two-thirds also. But that's another story.

Our system is nothing more nor less than labor-saving advertising. Yes, and money-saving.

Ask us questions about the Chicago Newspaper Union.

Chicago Newspaper Union,

87-93 S. Jefferson St., Chicago.

Or, 10 Spruce St., New York, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, book-lets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

David Williams, publisher of *The Iron Age*, and a couple of other trade papers, has recently sent out a circular in which occurs the following paragraph:

Preparation of Copy.

In the preparation of trade advertisements it is generally true that the manufacturer or some one connected with the business is better able to make up a telling card than the professional advertisement writer, who has had no experience in the line of business to be advertised. Often the rough idea may be greatly built up and the general make-up of the card improved by professional aid, but the impetus must come from one who is saturated, so to speak, with the details and merits of the article to be advertised.

This shows how little Mr. Williams really understands about the mission and usefulness of the advertisement writer. If this was the first time that I had heard this statement I would not give it space in this department, but I believe that there are a number of business men who think that the advertisement writer proposes to write advertisements out of his inner consciousness, with utter disregard of the business in hand. The case of the advertiser must be explained to the ad writer just as the case in law is explained to the lawyer. The lawyer may not know the first thing about steam boilers, and yet he may be called to try a case in which a knowledge of steam boilers is necessary. He gets this knowledge from his client and from such other sources as are accessible. It is the same way with an advertisement writer. He gets all the information he possibly can from his client. He studies the advertising that his client has done. He makes use of all the good points which his client has made in the past. His business is to take these points, and sharpen them, and to add other points if he can. He cannot undertake to give the advertiser something entirely and distinctly new and different from anything he has had before. His proposition is simply to prepare good

advertising matter that will help in the sale of goods. In the preparation of effective copy he has the advantage of the advertiser because he has the advertiser's best efforts to work upon. It is presumed that the advertiser has done the very best he could, and has put all he knew into the advertising before he called upon the professional advertisement writer. The advertiser and the writer would both be very foolish if they did not make use of the advertiser's knowledge.

The advertisement writer's work is to present the actual facts about a business in an agreeable manner. Of course, he has to know what he is writing about, and there is no better place to find this out than from the owner of the business. The advertisement writer is a historian. It is his business to tell about his client's business as it exists. It may also be, and frequently is, his business to suggest improvements or changes in the business of his client, so that better things may be said about it. If the business is a worthy one, the advertisement writer need only to describe it as it is.

.

The Auburn (N. Y.) *Bulletin* publishes at the head of its editorial column this paragraph:

CIRCULATION.

The bona fide daily circulation of the *Bulletin* exceeds that of the *Advertiser* by at least one thousand.

That doesn't give an advertiser any idea of what the circulation of the *Bulletin* may be. By that statement it might be one thousand and one, or it might be fifty thousand. What's the use of making a circulation statement unless you make it so people know what you mean? It doesn't do me a bit of good to know that one paper has a thousand circulation more than the other. What I want to know is how much I am going to get for my money. When I pay a dollar for the insertion of an advertisement, I want to know how many copies of that advertisement are going to be seen. Comparative statements do not amount

to anything unless a basis of comparison is fixed. The editor of *PRINTERS' INK* says that "Circulation is the number of copies printed." I do not believe that this is generally so understood. Circulation is the number of copies that are circulated. The mere printing of papers does not constitute circulation. It doesn't make any difference to an advertiser how many copies are printed if they are stowed away in the cellar, and finally sold to the paper mill. If he pays money for that sort of circulation, he is being robbed. What he pays for is the delivery of his business message to the people with whom he wishes to do business. When a publisher tells me that he has a thousand circulation, I understand him to mean that he sends out by mail, or otherwise, one thousand copies of his paper to one thousand prospective readers. The fact that he may print ten thousand copies for his own edification, and keep them to look at, is not sufficiently interesting to me to warrant me in paying money for it.

* *

The Berkey & Gay Furniture Co., Grand Rapids, Mich., is one of the leading stores of its kind in the United States. It is well known throughout the furniture trade for the excellence of its productions.

Recently they have been advertising in the magazines, and in this advertising they offer to send a booklet on "The History in Furniture." I made it a point to obtain a copy of this book, anticipating something very effective.

I was disappointed. From one cover to the other the book has a cheap appearance that is not at all in keeping with the tone of the concern that puts it out. The cover is inartistic, the typography abominably bad, many of the engravings very poor indeed, and the press-work poorest of all. The furniture advertised is of a comparatively expensive kind, though it is impossible to tell from the booklet anything about the prices. The designs of the furniture shown, so far as it could be determined from the very poor illustrations, are very pleasing, artistic, and should appeal to a great many buyers. The descriptions are written in a very attractive way, and if the mechanical execution of the book had been up to its subject and the literary work, there would be nothing to complain about. The impression that

you get from the book is that the Berkey & Gay Furniture Co. have suddenly become stingy. In some cases the illustrations are cheap wood-cuts, or poor zinc etchings, but generally they are half-tones, poorly made and badly printed. They misrepresent the furniture.

There was an opportunity in this booklet for doing something exceptionally effective. The book is sent out in response to inquiries received from magazine advertising, and these inquiries are presumably from the class of people who would appreciate fine printing and good illustrations. The fact that they read the magazines proves this. I do not believe any reader of *Harper's* would buy a magazine that contained as poorly executed illustrations as are shown in this furniture book. It is rather an insult to their intelligence to offer them anything of this sort. In a case like this it is better to do nothing at all unless you are going to do it right.

* *

The great life insurance companies are sticklers for dignity in advertising. If you approach them on the subject of intelligent newspaper advertising, they will probably tell you that life insurance cannot be advertised in the same way that any other business is advertised—that advertising methods in other lines are not sufficiently dignified, and that insurance cannot be advertised on "bargain store plans."

I have before me a heart-shaped, red circular, concerning the New York letter carriers' concert and reception to be held at the Grand Central Palace in New York on February 17th. It is a four-page affair and two pages are given up to advertising the New York Life Insurance Co. On the fourth page was the following matter:

"The warm-hearted man provides for his family by giving them an accumulation policy in the New York Life Insurance Co.," etc.

Now it seems to me that this sort of advertising is much less dignified than would be a plain statement in a reputable newspaper of the benefits of life insurance, and the advantages offered by the New York Life Insurance Co. If the company paid for this space for the purpose of helping the letter carriers' association, they may not consider it as advertising, but rather as a donation. I have no doubt, however,

that it is charged to the advertising account, and that if it does not bring profitable returns, Mr. McCall will be ready to assert that it does not pay for an insurance company to advertise.

Consistency has been a jewel for a long time, but it never has become very fashionable.

RETAIL ADVERTISING.

Mr. Chas. C. Stewart, Auburn, N. Y., has sent me some advertisements of his for criticism. Just to illustrate the fact that PRINTERS' INK may be made useful by advertisers in more ways than one, I reproduce the following ad, describing the prize scheme of Mr. Stewart's. It is modeled exactly after the PRINTERS' INK Vase idea, but I think with rather less prospect of success. It is a good idea, however,

A Valuable Prize for an Advertisement.

I am to open a new drug store at the northeast corner of North and Genesee streets, Auburn, to be called STEWART'S PHARMACY. It will be first-class in every particular. I want the best advertisement I can get about it, and I am willing to pay for it.

TERMS.

The advertisement prepared must be published in one paper at least once, in either Cayuga, Oswego, Tompkins, Cortland, Seneca or Wayne County. Not in every county, only one ad in one paper, once, and shall occupy at least four inches.

The writer shall cut out the advertisement and mail it under letter postage to me; also he shall mail me a copy of the paper containing the advertisement.

On Feb. 15, and on each succeeding Saturday till April 18, the best advertisement received during the preceding week will be published in the Auburn *Bulletin*. On April 25 the best advertisement of all will be published and the prize forwarded.

In acknowledgment and in part payment for the writer's effort, each competitor shall receive a coupon good for 50 cents' worth of goods at Stewart's if used before June 1, '96.

The writer whose advertisement is thought to be best receives

THE PRIZE.

The prize is a Rochester lamp with silk and lace shade, open-work, gold plated, true Mexican onyx standard. It cannot be imagined but must be examined. Value, \$15.

Mr. Bannister, the jeweler at 105 Genesee street, Auburn, will answer any inquiries about it. The lamp will be on exhibition in Mr. Bannister's store till the prize is awarded. For further information write to

C. C. STEWART,
Chemist and Druggist, Auburn, N. Y.

and deserves success whether it gets it or not.

Some other ads of Mr. Stewart's are well displayed and well worded, the plan of all of them being to have a short introduction at the top of the ad, and then to add several separate articles in the space following. These ads take up a good deal of room, but I am going to reproduce one of them because I want to demonstrate the idea of advertising more than one thing at a time. Mr. Stewart has done this in a good way. It isn't the only way but it is a good one:

Street Car Waiting Room.

I have arranged with the street car company to accommodate their passengers in the store I am to occupy, corner North and Genesee Sts. There you will be treated politely and be welcome. Seats will be provided for you.

WITCH HAZEL

Distilled from the leaves and twigs in Connecticut, containing all their peculiar remedial value. Good for burns, cuts, bruises, bumps, bangs, old sores. Don't hurt to swallow it. Sold for 10c. bottle, 7c.

GOOD CAKE

Can be made with my extracts. You don't have to give the dough a bath, either. You need just a little.

| | |
|-------------------|-----|
| Lemon, oz., | 4c. |
| Vanilla, oz., | 9c. |
| Almond, oz., | 8c. |
| Wintergreen, oz., | 5c. |
| Peppermint, oz., | 5c. |

BAY RUM

That I make gets cloudy in cold weather, because it contains something—that's what makes it so good. It's the kind you don't get often. Pure, healing, refreshing to the hair, scalp and skin. Bottle, 17c.

HEADACHES STOP

When Stewart's Headakure is used, because it don't numb your nerves like morphine, but just strikes the cause and stops the ache. 5c.

TORPID LIVER

Is a cause of a good many unpleasant conditions, such as sallow skin, headache, dizziness, biliousness, bad complexion. I make a little tablet that I know removes these symptoms and is so small and easy to take. Don't contain any mercury, but is all vegetable. 1 doz. were 10c., 4c.

STEWART,
Chemist and Druggist,
33 East Genesee Street.

I have never been able to see the objection of advertising more than one thing at a time. I notice in PRINTERS' INK of February 12th an article by Mr. Julius Fitzgerald. Mr. Fitzgerald advocates the one-thing-at-a-

time idea, and I cannot believe that his deductions have been founded on experience. In one place he says: "The multi-bargain kind of advertising cripples the writer and bewilders the reader."

That is a mistake. "The multi-bargain kind of advertising" is the kind that draws a lot of people into the store and makes business boom. Look at Wanamaker's in Philadelphia; Siegel, Cooper's in Chicago; R. H. White & Co. in Boston; Hilton, Hughes & Co., and Bloomingdale Bros., and Macy's and the rest of them in New York, and you will see the effect of advertising more than one thing at a time. Day after day and week after week they publish long lists of bargains, and these advertisements fill the stores with buyers. There is no reason in the world why an advertisement should be confined to one item if you have more than one item to advertise. The one-item idea is all right, but it is misunderstood. I frequently tell people to talk about one thing at a time. That doesn't necessarily mean that the entire advertisement be confined to that one thing. There is no reason why a druggist should not advertise Witch Hazel, flavoring extracts, Bay Rum, Headache Cure and liver medicine all in the same ad, if he completes his story about each one of these things. Of course, if he merely said that he had a full line of Witch Hazel, flavoring extracts, Bay Rum and Headache Cure, it would be a bad advertisement, and he would have better used the space for any one of these things, describing it in full. If he has space enough to tell a complete story of half a dozen things, there is no reason in the world why he should not do it—in fact, there is every reason that he should do it.

Mr. Fitzgerald says that when a furniture dealer has said "furniture store," everybody knows what he keeps. That is nearly as far from fact as it can possibly be. When a man says "furniture store," you do not know very much about what he keeps. He may have a swell furniture store, with eight stories and four or five warehouses full of goods, or he may have a little six by nine affair on a back street, where you cannot buy anything that is worth more than fifteen or twenty dollars. The only way you can make people know what you have is to tell them. I believe a furni-

ture dealer ought to advertise several things at once. He can make the principal part of his ad about some one thing if he has something special to offer, but there is no reason why he should not take more space and advertise more articles.

One object of advertising is to get people into the store. I have had a hundred men at different times say to me: "If advertising will get people into the store, we will sell the goods. All we want is to get the people here." One particular item will draw one particular class of people, and another item will draw another class. A dozen different items adequately presented will draw approximately twelve times as many people to the store as one item will. I am afraid that Mr. Fitzgerald is a theorist in advertising, and that he has not had actual experience in it. He says: "A quarter column per day is better than a page once a week." While I would not advise either extreme, I would much rather have a page about once a week than to have a quarter column every day, because a quarter column for seven days amounts to less than two columns in all, and the average page of a newspaper is seven columns. The best thing to do would be to take a quarter column for six days, and then use the rest of the page space for that week in one or two big advertisements. If I could have seven columns once a week, or a quarter of a column every day, I would grab the seven columns every time.

I believe that almost every retail advertiser would do well to study department store methods. The department stores are the people who are doing the business of the country today. They are bound to increase their business, and to increase in numbers. The methods they employ are successful methods. The advertising they do is generally successful advertising. Comparatively few department stores fail in business. Advertising is the thing that makes them possible—it is the thing that makes them successful. They are the most liberal advertisers in the country. Take any town you care to mention where there is a department store, and it is pretty sure to transpire that the department store is the largest local advertiser. They don't advertise one thing at a time—not a bit of it.

There are cases, no doubt, when the one-thing-at-a-time idea is right. In

small cities and towns where there is very little price-cutting—where price-cutting is unwise, where special sales are practically unknown—it is, perhaps, unwise to advertise more than one thing or one line of things at a time. The local druggist, who has a six-inch space, had better devote all of that space to toilet articles for one week, baby fixings the next week, and soda water the third week. He will get more attention that way than he would by simply saying: "Jno. Smith, druggist. Prescriptions carefully compounded." However, even in small cities, the festive "cutter" who advertises a number of things at once, is generally the man who has the biggest store and makes the most money. He patterns his business after the department store, and he gets there. If a man lives in a peaceful community, where there about four times as many druggists as there ought to be, and where each is afraid to cut the price for fear his competitors will cut it still more, and that pretty soon all of them will be doing business at a loss, he had better stick to the one-thing-at-a-time idea, and advertise regular prices on regular goods.

There are three accepted theories in advertising that I believe to be utterly wrong, and responsible for much of the ill-success that attends advertising effort. The first one of these is that "The American people like to be humbugged." The second is "Advertising one thing at a time," and the third is that brevity is the first essential of good advertising. It's all right to be brief, but if you are brief at the expense of the convincing force of the ad, you had better not be so brief.

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READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Stationer—(By R. R. Slaven).

You've Been Wrong

in thinking that because we carry such a high grade of fashionable stationery you could not find what you desired at the price you wanted to pay. We have a first-class paper, with envelopes and blotting paper, at 25c. a box. We have paper at 10c. a quire. We have a five-quire package of paper for 25c. Good envelopes, 50c. a box; not so good, 35c. a box.

For a General Store—(By John W. Hield).

The Ebb and Flow

of the trade tide is like that of the ocean. The slack water of summer business is no sooner reached than the flood tide of fall sets in. It will soon be upon us in resistless volume. We have been preparing for it for weeks. We've been doing some masterful buying for you. All that is newest and best awaits your inspection.

For a Druggist.

Don't Use Drugs

Unless you need them, and then only pure drugs, such as are sold by reputable and responsible druggists. We keep only the best. That's the great distinction to be looked for, when the time comes that you need them. No-where else will you find so complete a stock. A good time now to begin that spring medicine. Our stock of blood medicines now complete.

For a Drug Store—(By R. R. Slaven).

DOCTOR SPONGE

Nature's remedies are pure air and water. The latter is best applied with a sponge. There is health and energy in a sponge bath. It gives "that tired feeling" a chance to get through the pores. Nothing can take the place of a sponge for a quick bath. The right kind and quality is a positive luxury. We now have a full lot of Bath Sponges, 50c. to \$1.50.

For Dress Goods—(By E. A. Waite).

If a Jury of Ladies

of correct taste had picked these patterns of beautiful silk and wool novelties, you would not have been surer of best styles. Then there's satisfaction in exclusive patterns, and not a hint here of high prices.

A few patterns of undesirable styles in silks could hardly be called bargains, no matter what the price. It's the assortment that doubles the interest. No lack here—choose from a hundred styles and lower than ever

A Glove Ad—(By E. A. Waite).

We Throw Down The Gloves.

This glove store is in touch with hundreds of glove buyers in this vicinity. But this year we want to cover the hands of many more. We know of no better way to do this than to make prices so low that it would be almost criminal to let the bargain pass.

THE NEW YORK EVENING POST FOR HOTEL ADVERTISING

E. N. Anable

—proprietor Westminster Hotel,
New York

"All experienced hotel men know the value of the New York Evening Post. It is the favorite paper of 24,000 people who have ample means, who travel, and patronize high class hotels."

G. C. Howe

Windsor Hotel, Rouse's Point

"I've spent \$500 advertising the Windsor this season and it has paid well. The result of my advertising in the New York Post alone would cover the entire appropriation."

Manly Marcus Gillam

—formerly Editor of
the Philadelphia Record

"The name of such a paper with its readers is a household word, its doctrine law, its endorsement a guarantee."

Printers' Ink (Editorial)

—the national authority on
Advertising

"The advertiser who will use but one evening paper in New York City will, nine times in ten, act wisely in selecting the Evening Post."

Charles Austin Bates

—the famous expert at writing
and planning advertising

"I believe 80 per cent. of the 24,000 Evening Post readers read the ads."

R. W. Nelson

—General Manager of the
American Type Founders'
Company

"The New York Evening Post is the handsomest newspaper in the United States."

Any cut reproduced any size.

FREEMAN'S MILLINERY,
NORTH WASHINGTON ST.

VAN WERT, OHIO, January 31, 1896.

Printers' Ink Press, 10 Spruce St., New York City.

Have inclosed a cut taken from PRINTERS' INK of January 29, 1896. Can you make me one of the same size as inclosed, also one 3 inches and one () inch high? Can you make them $\frac{1}{2}$ inch high to use for borders, and how much will you charge per inch? My idea is to use it for a trade-mark and border all my ads with the same. As it suggests honesty it will be a catcher. Respectfully,

J. F. FREEMAN.



If you see any picture anywhere of which you think you would like to have an electrotype, send an impression of it and one dollar, and I will send you an electrotype not more than one inch in length or breadth.

If you want it larger—say two inches long and one inch wide—the charge will be \$1.25. For two inches square, equivalent to four square inches, my charge will be \$1.75. In other words: I will make an electrotype of any picture you send me, one inch square or less, for \$1; for more than one inch square 25 cents for each square inch. Send on your picture, state the size you want and inclose the money in bills, stamps, post-office order or check and you will get the electrotype promptly. It is a small matter, not enough to enter into a correspondence about.

WILLIAM JOHNSTON,
Manager of Printers' Ink Press,
10 SPRUCE STREET, NEW YORK.

On this page is shown a sample of a one-inch reproduction.



The

geographical location of Kansas City makes it one of the most commanding news centers in the country. It is the natural gateway to the entire Southwest. A population of over 3,000,000 within a radius of sixty-five miles depends upon

Kansas City

for its newspapers. No paper in the country has shown such wonderful growth and progress as the KANSAS CITY WORLD. It has rightly been called by contemporaries the "MARVEL OF WESTERN JOURNALISM." The

World

is a model newspaper, possessing every means, facility and equipment for the publication of a great metropolitan newspaper. Its advertising columns are the most largely patronized of any paper published in Kansas City—a sure indication of its worth. "It carries weight."



Known Circulation

DAILY, 26,000
SUNDAY, 31,000



THE WORLD, Kansas City, Mo.

L. V. ASHBAUGH, Manager.

New York Office,
13, 14 and 15 Tribune Building.

Chicago Office,
501 Chamber of Commerce Building.

A. FRANK RICHARDSON.

A Prize of \$100

The proprietors of The Vickery & Hill List offer a prize of \$100 for the best acceptable series of articles, say from five to ten in number (no single article to exceed 500 words), giving the reasons why our papers are the right mediums in which to advertise food products, patent medicines and articles of general consumption.

The following facts should be woven into the articles: The minimum circulation of 1,500,000 per month and 19,000,000 aggregate during the year.

Neatly printed on good paper and bound and trimmed.

That our readers are in the small cities, towns and villages in the U. S.

That every copy is sent by mail to a separate address.

That the most of our edition goes to actual subscribers, the balance of our circulation being sent to a carefully selected list of buyers.

That we carry more than \$150,000 in advertising in each year; most of it the advertiser can trace to the medium from which he gets results.

That we invariably get a continuous order, after a keyed "ad" is inserted as a test. Other particulars on request.

These articles must be sent in not later than March 31st, and the award will be made May 1st.

The Vickery & Hill Company,

AUGUSTA, ME.

All correspondence about this matter must be sent to C. E. ELLIS, New York Manager, 517 & 518 Temple Court.

A Strong Paper in a Strong Field

is a strong combination for the advertiser.
Quality in contents and quality—as well
as quantity—in circulation make a paper
valuable to the advertiser. Such is : : :



the foremost newspaper in Utah. Its high
news and literary standard insures its pe-
rusal by the better, industrious, purchas-
ing class of people. In its field it reaches
all the people that are worth reaching.

ADVERTISING RATES
GIVEN ON APPLICATION.



H. S. McMaster, Blairsville, Pa.

The "P.-D." Still Leads

Cut in Price, Sham Circulation Methods and Free Distribution by other Papers of no Avail.

In its issue of January 26 the Republic published its circulation figures from Jan. 1 to Jan. 17th, inclusive, in the State of Missouri and in the City of St. Louis and suburbs as follows:

Within the State of Missouri, 48,452 per day.
Within the cities of St. Louis, East St. Louis and immediately adjacent suburbs, 30,853 per day.

Here are the Figures for the POST-DISPATCH.

Sworn to before a Notary.

The bona fide circulation of the St. Louis Post-Dispatch from Jan. 1 to Jan. 17, 1896, both dates inclusive, after deducting all sample copies, was as follows:

Within the State of Missouri, including East St. Louis and Belleville, Ill., 57,816 per day.
Within the cities of St. Louis, East St. Louis and their immediate suburbs, 49,767 per day.
Every one at all familiar with the St. Louis newspaper field knows that the Republic has been circulating thousands of papers during the month of January as samples, frees on "wild-cat" routes, sham sales to grocery stores, saloons and through other devices. Giving them credit for all this circulation, however, accepting their own figures and deducting all sample copies sent out by the Post-Dispatch, and including for the Post-Dispatch only legitimate, bona fide circulation to regular, permanent subscribers by mail and carrier, sales to regular newsdealers and newsboys, here is the comparison:

IN THE STATE OF MISSOURI:

| | | | |
|---------------------------|---|---|--------|
| <i>The Post-Dispatch,</i> | - | - | 57,816 |
| <i>The Republic,</i> | - | - | 43,452 |

Difference, = 14,364

Percentage of Post-Dispatch greater than Republic, 33

WITHIN THE CITIES OF ST. LOUIS, EAST ST. LOUIS, AND IMMEDIATELY ADJACENT SUBURBS:

| | | | |
|---------------------------|---|---|--------|
| <i>The Post-Dispatch,</i> | - | - | 49,767 |
| <i>The Republic,</i> | - | - | 30,855 |

Difference, = 18,912

Percentage of Post-Dispatch greater than Republic, 61

And this in spite of the recent cut in price of the morning papers.

Concerning the Post-Dispatch circulation statements, the Examining Committee of eminent citizens, consisting of Messrs. R. M. Scruggs, Lon V. Stephens, Isaac H. Sturgeon, B. Hillman and Alfred E. Rose, say in their report of Jan. 9:

"It is the opinion of your committee, after as careful and thorough an examination as has ever been given to any newspaper, that the Post-Dispatch is entitled to the fullest confidence of the community, and so far as we can learn, no mis-statement or over statements have been made in regard to circulation or advertising patronage, and that the entire manner in which the business end of the paper is conducted is highly creditable to yourself and your associates."

Circulation Books Always Open to Advertisers and an Examination Earnestly Invited.

The S. C. BECKWITH SPECIAL AGENCY,

SOLE AGENTS FOREIGN ADVERTISING,

The Rookery, Chicago:

Tribune, Bldg., New York.

DAILY, SUNDAY and
WEEKLY EDITIONS.

...THE...

OREGONIAN

PORTLAND, ORE.

| | |
|---|-----------|
| Population, Portland (Official), | 81,342 |
| Portland's Suburbs, - - | 17,800 |
| State Outside of Portland (Approximate) | 275,000 |
| Washington, - - - | 375,000 |
| Idaho, - - - - | 100,000 |
| Western Montana, - - | 90,000 |
| British Columbia, - - | 100,000 |
| Total, - - - | 1,089,142 |

The OREGONIAN is the only paper of General Circulation in this vast field. A case without a parallel in the annals of American Journalism.

The OREGONIAN reduced the price of its ten and twelve-page daily to 15 cts. a week in July last. The increase in circulation since that time has well justified the radical reduction in the price of the paper.



SOLE AGENT





A woman singing

In a Desert would be wasting her efforts, because she could not reach the people.

A Great Many Advertisers

waste their efforts for a similar reason. Those who advertise in . .

THE CHICAGO DISPATCH

GET THE VERY BEST RESULTS—BECAUSE

IT REACHES THE MASSES

It covers the territory in and about Chicago completely and has a larger circulation than all other Chicago afternoon papers combined, save one.

Don't Chase Butterflies

In the Advertising Field

But be practical and use the paper that reaches the masses.



Send all orders direct to the Home Office.

\$75 worth for \$27

OFFICE OF OPPENHEIMER & CO.,
20 EAST THIRD STREET,
CINCINNATI, O., Jan. 13, 1896.

P. I. Jonson, New York:

DEAR SIR—We take pleasure in voluntarily stating that your inks have proven very satisfactory, and we do not hesitate to say that they are as good, and in some cases better, than any we have ever used. We think that 50 per cent on the average would be a fair estimate of our saving. We emphasize the foregoing with another order, and mail you, under separate cover, our calendar done in some of your inks.

Very truly yours,

OPPENHEIMER & CO.

DEAR SIR—Please ship following goods to us at once, and find check inclosed for same:

| | |
|---|----------------|
| 3 cans best 3 for \$1.00 Job Black..... | \$3.00 |
| 5 cans best 3 for \$1.00 "Carminated" Red..... | 5.00 |
| 5 lbs. Golden Bronze Brown Lake, No. 11 (8 ¼-lb. cans and 3 1-lb. cans)..... | 5.00 |
| 3 lbs. Rose Lake, No. 66, (¼-lb. cans)..... | 3.00 |
| 6 lbs. 3 for \$1.00 Medium Blue..... | 2.00 |
| 1 lb. Peacock Blue, ¼-lb. cans..... | 1.00 |
| 3 lbs. Dark Green, 3 for \$1.00..... | 1.00 |
| 1 lb. Panzy Brown, ¼-lb. cans..... | 1.00 |
| 5 lbs. 5 for \$1.00 Lemon Yellow, light..... | 1.00 |
| ¼ lb. Brilliant Orange Red, ¼-lb. cans..... | .50 |
| ¼ lb. Gloss Red, ¼-lb. cans..... | .50 |
| 10 lbs. Reducing Varnish, 5 for \$1.00, 5-lb. cans..... | 2.00 |
| 10 lbs. 5 for \$1.00 Book. (Have this so we can use right from the can on <i>Enam-</i> <i>ed Book</i> without reducing)..... | 2.00 |
| | \$27.00 |

Very truly yours,

OPPENHEIMER & CO.

The above order, if sent to any of my competitors, would cost Messrs. Oppenheimer & Co. seventy-five (\$75) dollars, but of course it would be charged up to their account and they could pay for it with a six (6) months' note, with the privilege of renewing same at maturity. To secure my inks they had to send their check for \$27.00, but by doing so they saved nearly fifty (\$50) dollars. Sometimes it is hard for a printer to send the cash, but it is much better for him to borrow it than to be compelled afterward to pay three times my prices. There would be fewer failures and more happy printers if they all did business with me. I have no agents. I keep no books. I give my customers the benefit in a low price. If you care to pay cash for your inks it will pay you to send for my price list. Address

PRINTERS INK JONSON,

8 Spruce St.,

New York.

I sell the best news ink ever made for 6 cents in 25-lb. kegs, and 4 cents in 500-lb. barrels. The finest Carmines, Purples and Bronze Reds ever produced I sell for 50 cents a ¼-lb. can. Any other ink under the sun I am glad to match for 25 cents a ¼-lb. can—four for one dollar.

Hard Solid Facts!

You ride in a street car more or less frequently. You sit there and can't, unless you're impolite, stare at your vis-a-vis.

You read with constantly growing interest the many attractive cards displayed in the advertising racks opposite you.

Plenty of your fellow passengers do likewise.

Write for our list of America's leading cities wherein first-class

Street Car Advertising

is assured.

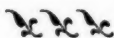
GEORGE KISSAM & CO.,

253 BROADWAY, N. Y.

One of the
Beauties of

Street Car
Advertising

is the fact that your ad is always in evidence—morning, noon and night—you have the first, last and middle call on the passengers' attention—and do they read the cards? Well, we should smile!



WRITE FOR OUR
LIST OF CITIES...



Geo. Kissam & Co.

Postal Telegraph Building
NEW YORK _____

The COLUMBIA,
STEARNS,
LIBERTY,
FOWLER,
OLYMPIC and
other



Bicycle Makers

advertise on our

Brooklyn "L"

system because it pays ! They realize that it's the only real elevated road advertising in existence and they are with us. Write for rates.

GEORGE KISSAM & CO.,

253 BROADWAY, N. Y.

Isn't it nice to have...



“Money to Burn?”

Well, you can get there—like many others—if you have something the people want and exploit it in our

STREET CARS

The publicity is sure—results certain—don't go to sleep, let us make you famous.



GEO. KISSAM & CO.

253 BROADWAY, NEW YORK

Of Course!

It has been said that the passenger who rides on the street cars knows by heart the name of every article which has been advertised on the line; in fact it becomes a household word, and whenever occasion requires an article of a similar kind, he first thinks of the one which has been fixed in his mind by the continuous observation of the signs in the street cars.***



We present the cards in all our cars

Clearly—

Attractively—

Promptly

and you never have to do any guessing whether they are there or not.*



GEO. KISSAM & CO.

253 Broadway, New York.



Opportunity

"The man who sits down to wait for a golden opportunity to knock at his door, will need a thick cushion on his chair."

Opportunity is a living condition. It is something that must be sought out. It is something that never lingers nor invites anybody to seize it.

The successful man is the one who seizes opportunity when he can. Nearly always it is a little thing in the beginning.

Most all the millionaire advertisers of to-day started in a small way. They saw opportunity and took hold of it.

There are just as big fish in the sea as ever were taken out. There are just as many fortunes awaiting men now as others have made in the past.

If you have something good to sell—something that people ought to have—don't sit down and wait. Write to us about it. We have advertised other men to fame and success, and we can do the same for you.

The GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N.Y.